SEPTEMBER 12, 1955

35c PER COPY

# BROADCASTING TELECASTING

IN THIS ISSUE:

Exciting things are happening on

NBC-TV

and in the rich market of

RICHMOND

Petersburg and Central Virginia

They happen on the basic

NBC-TV station:

WXEX-TV

24TH year

*"The South's First Television Station"*

# WTVR

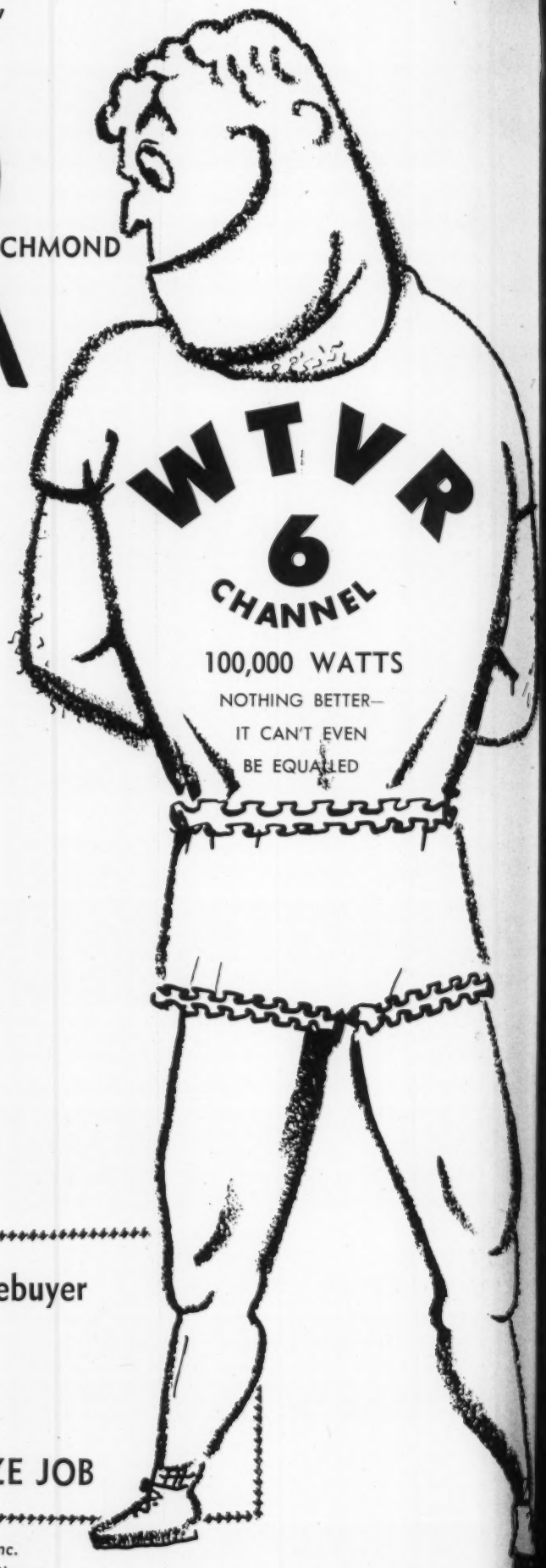
TELEVISION RICHMOND

## RICHMOND, VA.

## DOES A MAN'S SIZE JOB

YOU WOULDN'T CALL UPON A BOY TO DO A MAN'S SIZE JOB. SIMILARLY WISE TIMEBUYERS CHOOSE WTVR "RICHMOND'S ONLY TELEVISION STATION," IN PREFERENCE TO ATTEMPTING TO COVER THE MARKET FROM WITHOUT. WTVR IS COMPLETELY DOMINATING WITH—

- A solid schedule of great ABC and CBS programs.
- Wide area coverage from 1049 FEET.
- Maximum power on CHANNEL 6, one of the preferred channels in the lower end of the vhf band.
- Top showmanship and know-how accumulated over a seven year period guaranteeing every account extraordinary skill, knowledge and ability which assures AN ALWAYS QUALITY JOB.
- FULL COVERAGE WITH OR WITHOUT AN AERIAL.



**Yes, the Wise Timebuyer uses BIG WTVR to do A REAL MAN'S SIZE JOB**

*For details call Blair TV Inc.*
*National Sales Representative*

# NOW

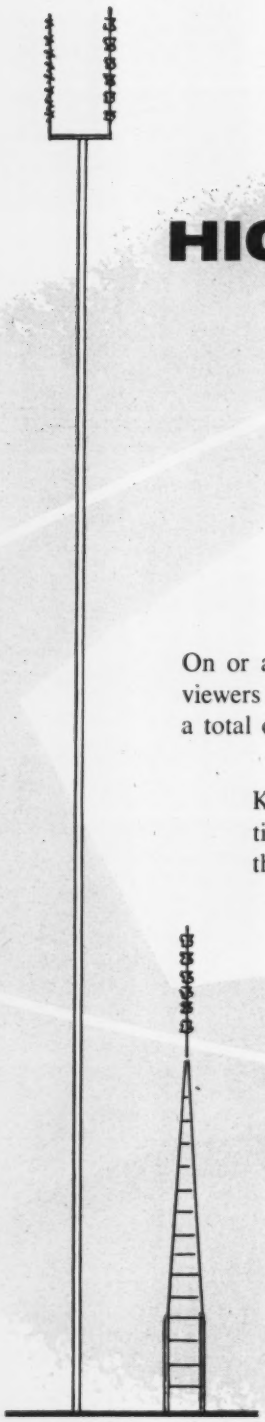
## TOPS IN TELEPULSE ON

**NOW MORE THAN EVER—THE BEST BUY IN TEXAS**

**KGUL-TV GULF TELEVISION COMPANY GALVESTON**

*Represented Nationally by* CBS *CBS Television Spot Sales*


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



# HIGHER and WIDER

**TEXAS' HIGHEST MAN-MADE STRUCTURE WIDENS COVERAGE AREA TO BRING 629,800 MORE PEOPLE TO KRLD-TV . . . .**

On or about November 1, these brand new potential viewers will swell KRLD-TV's effective viewing area to a total of 2,139,690.

KRLD-TV's new transmission tower soars three times higher, 1685 feet above average terrain, than the tower it has been using since 1949.

KRLD-TV New Effective Coverage Area

| | |
|---|---|
| Population . . | 2,139,690 |
| Families . . . | 739,710 |
| Retail Sales . . | $2,475,015,000 |
| TV Receivers . | 525,000 (Est.) |

*Serving Dallas, Fort Worth and North Central Texas with CBS Network Television Programs.*

**KRLD-TV**

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

# closed circuit®

**HOLDOUT OVER** • Last holdout on CBS Radio's new station compensation plan was in fold Friday when network officials received signed contract from WHAS Louisville, which had been engaged in topmost-level negotiations over new terms. Station had not opposed CBS Radio's adoption of single rate, and its signed contract was understood also to accept network's original bid for 20% reduction in compensation for one year. WHAS signing made it 100% acceptance of plan by affiliates.

B•T

*SENATE Monopoly Subcommittee, headed by Sen. Harley M. Kilgore (D-W. Va.), may look into music copyright situation as it affects broadcast media. Study was triggered by speech of John E. McCoy, vice president of Storer Broadcasting Co., before West Virginia Broadcasters Assn. Sept. 3 in which he berated broadcasters for paying too little attention to music copyright costs which he contended were sharply out of line with other overhead. Specifically mentioned were ASCAP, BMI and SESAC.*

B•T

**RADIO WHOPPER** • Mercury Div. of Ford Motor Co. has expanded whopping radio campaign from originally scheduled 500 stations [CLOSED CIRCUIT, Sept. 5] to 900. Schedule breaks on various starting dates from Sept. 19 to 26 and runs from two to seven weeks, depending on station and market. Meanwhile, Lincoln-Mercury Dealers Assn. is mapping plans of its own. Agency for Mercury factory budget is Kenyon & Eckhardt, New York.

B•T

*PLAQUE commemorating use of BBC's underground studio in London during World War II, including blitz, will be presented Sept. 26 to British government in behalf of U. S. radio newsmen. America's highest ranking diplomat in London, Ambassdor Winthrop W. Aldrich, will make presentation, probably to opposite number in British Foreign Office. Fund for plaque grew spontaneously after publication of editorial in B•T [Aug. 2, 1954] calling attention to absence of recognition from U. S. radio whereas other nations which used BBC studio facilities had made appropriate presentations.*

B•T

**OPEN AND CLOSED** • New closed circuit television systems for smaller communities may make it possible for some movie exhibitors to join forces with the medium they can't lick. Hollywood manufacturing sources report exhibitors are interested in wired system whereby they could program films to homes on both subscription and sponsored basis. Paradox is exhibitors openly are fighting toll tv before FCC.

*HOW WELL motion picture theatres are doing these days is reflected in ease with which Joint Committee on Toll-Tv collected funds to combat subscription tv proposals. Fund in excess of $50,000 was pledged in short time, it's understood, aside from war chest built by others in opposition.*

B•T

**WAITING IN THE WINGS** • Failure of Senate Interstate Commerce Committee to get going on its investigation of tv allocations is causing restiveness at Senate Judiciary Committee, headed by Harley Kilgore (D-W. Va.), according to inside reports. Chairman Kilgore originally wanted to investigate purported monopoly in broadcast field, notably on matters affecting diversification of ownership. He proposed last year at one stage that newspapers be precluded from station ownership and that radio and tv ownerships be entirely separate. Presumably Monopoly Subcommittee feels that such matters as network ownership of stations and ownership by manufacturing companies of broadcasting subsidiaries fall within Monopoly Subcommittee's purview and should be investigated.

B•T

*FCC CHAIRMAN George C. McConnaughey, fresh from his tour of Europe, confided to his colleagues that they're still fighting battle of state-owned vs. free enterprise broadcasting almost everywhere in Europe. Enlightened approach was evident in two places—England, where commercial television gets underway Sept. 22 (but not among high echelons of state-controlled British Broadcasting Corp.); and in Germany's Western Zone. He was impressed with elegance of radio broadcasting studios and plans in most countries, notably in Scandinavia where television isn't yet underway except experimentally.*

B•T

**EXPORTING KNOWHOW** • Robert Saudek, head of Ford Foundation Radio-Tv Workshop which produces *Omnibus* on CBS-TV, has been approached by Independent Television Authority, in England, to see if deal can be made whereby American tv knowhow in programming and technical matters could be obtained. ITA may ask *Omnibus* staff to produce some film for it.

B•T

*REACTION to proposals of Comr. Hyde that FCC consider economics in revised tv allocations to provide for essential competition in top markets [text, B•T, Sept. 5] has elicited support of many of top entities in field. Number of them, including unnamed networks and multiple owners, plan to file briefs or pleadings in support of overall proposal.*

**SHOWDOWN?** • New York chapter of Institute of Radio Engineers is trying to set up technical session on pay tv techniques for Nov. 2, but is having trouble, it's understood, getting proponents (Zenith, Skiatron, International Telemeter) to agree to send representatives. It invited Jerrold to discuss technicalities of code-breaking, and this may be pay-off on whether Philadelphia electronics firm has something or not.

B•T

*RUSSELL BRINES, Associated Press foreign correspondent now attached to Washington headquarters, joins Copley Press in San Diego as general executive and assistant to president. Copley owns ch. 13 KCOP (TV) Los Angeles.*

B•T

**DEAN LEAVING** • Fanney Neyman Litvin, dean of FCC's examiners, last week formally filed her application for retirement effective Sept. 30, after 30 years of continuous government service. Actually her 30th anniversary is Sept. 19 but she will work to month's end. Mrs. Litvin, who has figured in many of FCC's most important cases, will travel for three to six months and afterward announce her plans.

B•T

*SAM PICKARD, first station relations vice president of CBS and member of Federal Radio Commission (Nov. 1927-Jan. 1929) has sold his Port Paradise Hotel and colony of villas at Crystal River, Fla., to an Atlanta hotel corporation. Pickards are now vacationing in Europe.*

B•T

**BACK TO BACKLOG** • FCC didn't get into its hearing case backlog last week—first formal session following its month-long recess. Nor will it this week since regular Wednesday meeting has been postponed to permit all members (except Comr. Webster on assignment in Europe) to attend "Washington Day" luncheon of Radio-Television Executives Club in New York with Vice President Nixon as principal speaker. Doesn't look like FCC will get into meaty cases or de-intermixture problem for couple of weeks at least. Two days in early October will be given over to all-out discussion of tv allocation situation, under tentative plan.

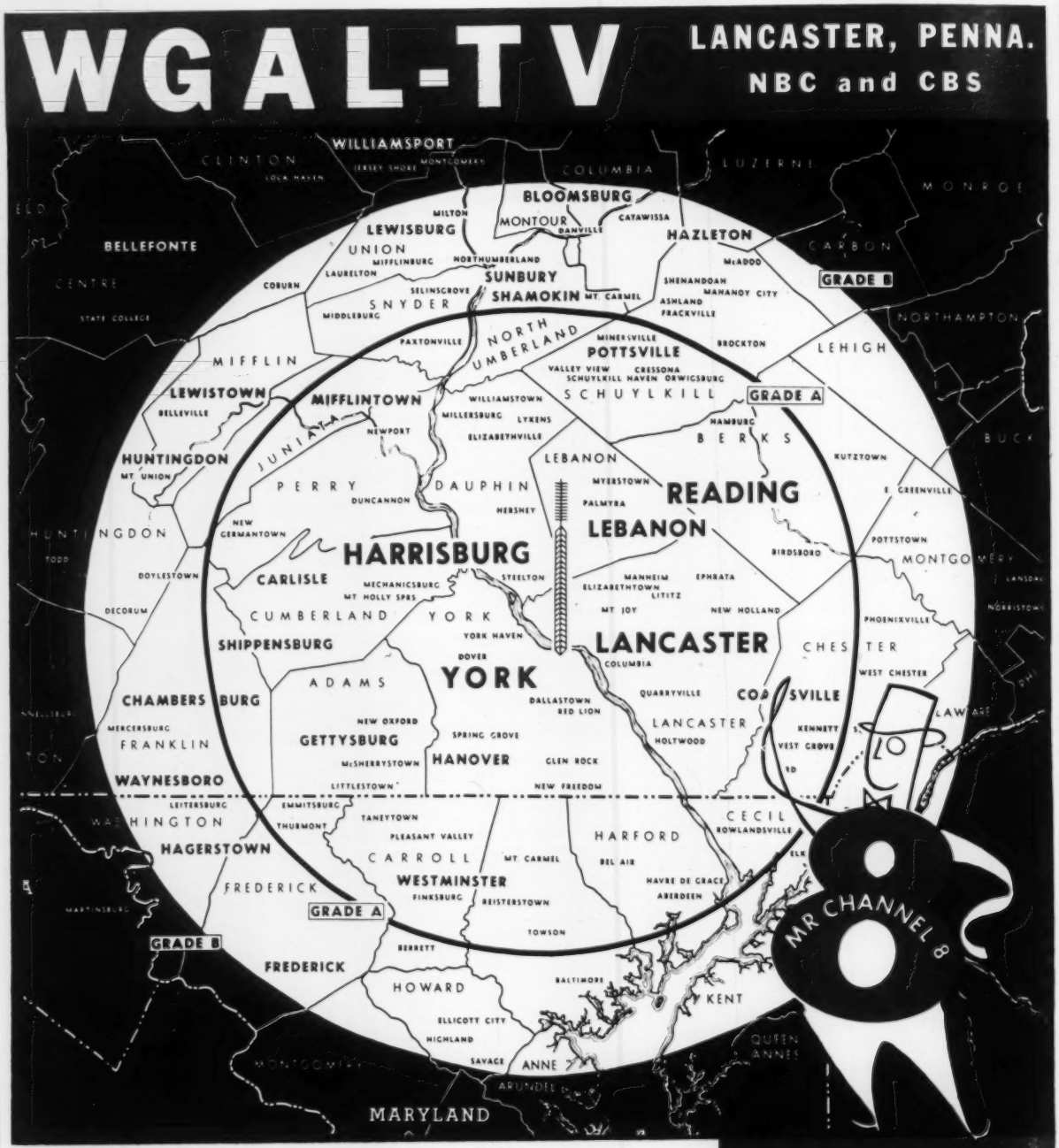
B•T

*DESCRIBED as pioneer venture for fuel oil advertising on West Coast, General Petroleum Corp. is using some 200 film spots through Sept. 26 on KOIN-TV and KLOR (TV) Portland, Ore., for Mobilheat. Tv is major portion of $30,000 one-market test campaign placed through Stromberger, LaVene & McKenzie, Los Angeles. Premium offer of $13.75 cutlery set for $4.99 is copy theme. If test is successful it will set pattern for tv in other markets later.*

# AMERICA'S 10TH TV MARKET

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year. For maximum sales in this multi-city market area, advertise your product on WGAL-TV.

STEINMAN STATION • Clair McCollough, Pres.




*Representatives:*

**MEEKER TV, INC.**

NEW YORK
LOS ANGELES
CHICAGO
SAN FRANCISCO

# at deadline

## REACTION TO 'MONITOR' EXTENSION BY NBC RADIO FOUND 'VERY MIXED'

OFFICIALS of some 150 NBC Radio affiliates last Friday heard but took no action on NBC's proposals to expand *Monitor* concept to weekdays, reduce station compensation by 25%, and open up additional evening programs for network sale of participating announcements (see early story page 31).

Affiliate reaction was described by station sources as "very mixed."

Robert D. Swezey, WDSU New Orleans, retiring chairman of affiliates, said it was "extremely valuable meeting" and NBC presentations were "constructive and informative in outlining the future course of operation for the network." Closed-session discussion related primarily to *Monitor* extension, he said, and affiliates actions will depend on individual operating situations.

NBC has set Nov. 7 as target date to extend *Monitor* plan to unsponsored portions of 10 a.m.-to-6 p.m. (NYT) periods Monday through Friday (but with increased number of guaranteed positions available for station sale). Compensation cut—designed to parallel CBS Radio's recent 20% reduction but without CBS Radio's one-year limit on it—remains matter for individual negotiation between NBC and affiliates, with Oct. 1 as NBC's suggested effective date.

Opening of additional programs to network sale of participations—"possibly" including *Dragnet, Great Gildersleeve, Radio Fan Club,* and *One Man's Family,* in addition to present *Fibber McGee & Molly*—probably will also be part of contract negotiations. Contract amendments to be mailed stations early this week.

NBC President Sylvester L. (Pat) Weaver Jr. told affiliates that at current rate NBC Radio would lose approximately $2 million this year, and it was understood that NBC Radio's revenues represent approximately 6-7% of parent RCA's. It also was understood that, with fall cancellations, NBC Radio in final quarter of this year will be losing at rate of $4 million to $5 million per year, unless offset. Mr. Weaver stressed radio's changing functions and fact that through multiple exposures advertisers can again reach huge cumulative audiences. He denied *Monitor* opponents' charges that *Monitor* undercuts existing network prices or prices for major spot campaigns, declaring this program instead has created new spot business for many stations as well as new advertiser and agency interest—and money—for network radio.

Robert W. Sarnoff, NBC executive vice president, outlined sales plans for the extended *Monitor*—which will be angled more toward daytime audiences, especially housewives, than is *Monitor,* and which will go under a name yet to be selected. He will confer with station representatives in effort to dissuade them from *Monitor* opposition.

Station reaction to extension of *Monitor* may not be known till NBC clears time 12 noon-3 p.m. period (station time). Stations may take weekday *Monitor* during this period and get nine minutes of commercial time within it for station sale, without co-op fee and without charge for program. NBC will have four minutes per hour for network sale in this block. In network time, stations will have available, for local sale, four minutes of commercial time per hour of network time, and in these periods NBC will have nine minutes to sell on network basis. Amount of time available for local sale on weekend *Monitor* also being increased, it was understood.

In separate session after meeting with network officials—which also included talk by public relations vice president, Kenneth W. Bilby, on 1955-56 advertising, promotion and publicity plans—James Gaines of WOAI San Antonio, himself longtime former NBC official, was named chairman of NBC Radio Affiliates succeeding Mr. Swezey; Chris Witting of Westinghouse Broadcasting Co. was elected to new post of vice chairman, and George Harvey, WFLA Tampa, was named to succeed Harold Essex, WSJS Winston-Salem, as secretary-treasurer.

Others named to succeed present executive committee members: George Wagner, KFI Los Angeles; J. Leonard Reinsch, WSB Atlanta; Ben Larsen, KDYL Salt Lake City; Les Lindow, WFDF Flint, Mich.; David Baltimore, WBRE Wilkes-Barre, and Harold Hough, WBAP Fort Worth.

## • BUSINESS BRIEFLY

**'LIFE' IN 100** • *Life* magazine, N. Y., buying radio-tv spot announcement campaign starting on varied dates for four weeks in over 100 markets during latter part of September and early October. Young & Rubicam, N. Y., is agency.

**NEW COLGATE SOAP** • Colgate-Palmolive Co., N. Y., will introduce new Colgate bar soap (hand soap) with television spot announcement campaign to start in mid-October. Lennen & Newell, N. Y., is agency.

**COLGATE RADIO** • Colgate-Palmolive Co. (Colgate dental cream), N. Y., is working up radio spot announcement campaign to start Oct. 3 and run to end of year in several southern markets. Ted Bates & Co., N. Y., is agency.

**PHILLIPS RADIO, TV** • Sterling Drug (Phillips milk of magnesia, etc.), N. Y., through Dancer-Fitzgerald-Sample, N. Y., is buying radio and television spot announcement campaign using minutes and 20 seconds, effective end of September.

**COFFEE RADIO** • American Home Foods (G. Washington coffee), N. Y., is planning radio spot announcement campaign in 20 large eastern markets, effective Sept. 19 for 12 weeks. Charles W. Hoyt, N. Y., is agency.

## NARTB Tv Code Board Adopts Violation Procedure

SUBSCRIBERS to NARTB Television Code will be notified when film programs are found inconsistent with code, mentioning program by title, NARTB Tv Code Review Board announced Friday. Confidential relationship between board and code subscribers will continue, according to Chairman G. Richard Shafto, WIS-TV Columbia, S. C. Review process takes place after formal complaint has been made (code board photo page 50).

Chairman Shafto said most film producers and distributors are not disposed to ignore code, adding some material was made for theatre exhibition rather than home before code was established.

Board showed concern over practice "of promoting theatre attractions on commercial sponsored programs." It took note of "a growing trend to insert promotional material, including actual filmed portions, of current Hollywood product in programs already utilizing the maximum allowable commercial time."

After brief look at Kefauver juvenile delinquency report, board ordered Edward H. Bronson, director of code affairs, to prepare report for January review by code board, with final recommendations going to NARTB Tv Board. Industry effort is not "regulatory," Mr. Shafto said in referring to some conclusions in Kefauver report, following pattern of other professional efforts such as American Bar Assn.

At Thursday-Friday code meeting, besides board members, were NARTB President Harold E. Fellows; Mr. Bronson and his assistant, Charles S. Cady; Thad H. Brown, tv vice president; Robert L. Heald, chief attorney; Vincent T. Wasilewski, government affairs manager, and Robert K. Richards, consultant.

### WINTER'S COMING

SMITH BROTHERS (cough drops), Poughkeepsie, N. Y., planning television spot announcement campaign in more than 60 markets, effective mid-October. Length of contract and actual starting dates vary, depending on station and market. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

Anahist Co. (cold preparations), Yonkers, N. Y., starting television spot announcement campaign in over 100 markets effective end of this month to run for 26 weeks. Radio plans are still undecided. Ted Bates & Co., New York, is agency.

## Chevrolet to Decide Soon On Spots for New Models

CHEVROLET Div. of General Motors Corp. is expected to make decision on radio-tv spot buying campaign, designed to introduce new 1955-56 models, within "next 15 or 20 days," Joseph Hartigan, senior vice president and media director of Campbell-Ewald Co., Detroit, told B•T Friday. (See story page 34.)

He declined, however, to reveal how extensive it would be or to indicate whether tv spot buys are involved. Meanwhile, Kling Film Productions, Chicago, has filmed series of Chevrolet spots for *Dinah Shore Show* on NBC-TV and others for dealer usage.

## New RCA Color Vidicon

RCA scheduled to unveil today (Monday) its new 3-Vidicon tube color camera—approximating weight and size of standard black-and-white studio camera and more compact and more flexible than conventional color cameras—during medical tv demonstration in Philadelphia's Convention Hall.

NOW! . . . Michigan's
MOST POWERFUL
Independent Station . . .
WJBK
RADIO • DETROIT
NOW! . . . CLEAR CHANNEL
1500 Kc NIGHT and DAY
NOW! . . . INCREASED POWER
10,000 WATTS DAYTIME
1,000 WATTS NIGHTTIME
NOW . . . MORE THAN EVER
YOUR BEST RADIO BUY
WJBK
FIRST IN NEWS-MUSIC-SPORTS
A STORER STATION
Represented Nationally
by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-3630

# at deadline

## Rochester Stations Seek Review of WSAY Ruling

U. S. Court of Appeals in Washington was asked Friday by sharetime ch. 10 WHEC-TV and WVET-TV Rochester, N. Y., to stay issuance of its decision last July holding that WSAY Rochester should have had hearing on its protest to 1953 grant [B•T, Aug. 1]. Rochester tv stations took action day after FCC notified court it had decided not to ask U. S. Supreme Court to review ruling.

Rochester telecasters told court they definitely would seek review by Supreme Court. Court's mandate was stayed at request of FCC last month pending determination by Commission whether to appeal or not. At stake is continuance of WHEC-TV and WVET-TV pending hearing and decision on WSAY protest. Under present rules, when protestant is found eligible for hearing, grant in question must be stayed. Rochester telecasters began operating November 1953.

## One Low-Power, One Satellite Included in Three Tv Filings

APPLICATIONS for three new tv stations, including one satellite and another low-power operation, were filed with FCC Friday.

KOTA-TV Rapid City, S. D., applied for satellite operation on ch. 5 at Lead, S. D. Total construction cost estimated at $95,718, with first year operating cost $20,000. No expected revenues for first year were reported. Satellite will operate at 11.9 kw visual and 5.9 kw aural. Transmitter and antenna will be RCA.

William J. Wagner, who owns six Alaska radio stations and has interests in two tvs there, is seeking low-power tv operation at Juneau on ch. 8. Total construction costs were set at $50,750; first year operating costs at $45,000, and first year revenue at $50,000. Mr. Wagner owns KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KIBH Seward, KTKN Ketchikan and KIFW Sitka. He also has interests in two Alaska tvs — KTVA (TV) Anchorage and KTVF (TV) Fairbanks. Station will be equipped by Adler Communications Labs and will operate at 261 w visual and 131 w aural.

At Billings, Mont., KGHL has applied for ch. 8 there. Construction costs estimated at $316,224; first year operating costs at $320,860, and first year revenue at $323,460. Transmitter and antenna will be RCA and station will operate at 96.8 kw visual and 52.7 kw aural.

## General Teleradio Denies West Palm Beach Charges

GENERAL TELERADIO Friday denied allegations that its purchase of WEAT-AM-TV West Palm Beach will result in concentration of control as charged by ch. 21 WIRK-TV there [B•T, Sept. 5].

General Teleradio, along with sellers James R. and June H. Meachem, asked Commission to dismiss WIRK-TV request that FCC set aside sale approval of last July and schedule hearings.

GT and Meachems said WIRK-TV has no standing to object to sale under "economic protest" provision. WEAT-TV said WIRK-TV has provided no fact to support claim it will suffer economic injury.

Mere fact that licensee owns several other stations in different parts of country should not be held as concentration of control to automatically warrant lifting of license, GT asserted.

Meachems said transfer was necessary to insure continued operation of ch. 12 WEAT-TV. They noted between Jan. 1 and Aug. 1, WEAT-TV lost $50,823.

### P&G'S BIG TOP

PROCTER & GAMBLE, Cincinnati, for its new subsidiary W. T. Young Foods Inc., Lexington, Ky., maker of Big Top peanut butter, has named Compton Adv., New York, to handle its advertising effective Jan. 1. Media plans are in works and account reportedly will get usual P & G advertising plan including testing in markets, then saturation spots and possible network. Radio and television are being considered. Compton currently handles following P & G accounts: Ivory soap, Crisco and Gleam toothpaste.

## Accounts Changing Hands In Chicago Agency Shifts

FURTHER REALIGNMENT of products involving four agencies announced Friday by Toni Co., Chicago, cutting across lineup of various radio-tv properties. Don Paul Nathanson, vice president of Weiss & Geller, who resigns to form own agency Dec. 1 and takes with him six products, also will inherit Prom home permanent account from Leo Burnett Co.

Other changes: Viv Soft Touch lipstick from Burnett to Tatham-Laird, which already handles White Rain Shampoo and Bobbi home permanent; Tame from Tatham-Laird to Clinton E. Frank, which now has Pamper Shampoo and Casual home permanent. In addition to five other accounts mentioned earlier (see story, page 33), Mr. Nathanson will take Sofstyle account with him.

## Pay Tv Comments Close

ONLY station filing reply comments on pay tv at Friday deadline was KGUL-TV Galveston, Tex. Station said subscription tv proponents had failed to make case, similar to positions taken by networks, NARTB and Joint Committee on Toll Tv (see earlier story, page 74).

### UPCOMING

**Sept. 12-14: CBS Radio Affiliates meeting, Detroit.**

**Sept. 13-15: Radio-Electronics-Mfrs. Assn. fall conclave, Plaza Hotel, New York.**

**Sept. 14-16: Life Insurance Advertisers Assn., Essex House, New York.**

**Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord, Mich.**

**Sept. 16-17: Michigan Assn. of Radio-Tv Broadcasters Convention, Hidden Valley, Gaylord, Mich.**

**Sept. 17: Okla. Assn. of Broadcasters, Holiday Inn, Oklahoma City.**

## PEOPLE

**JAMES L. CLEARY,** district manager of ASCAP's Cleveland office, named mid-eastern division manager, supervising ASCAP offices in Cincinnati and Pittsburgh in addition to Cleveland. **RAYMOND G. CARPENTER,** former ASCAP field representative in Cincinnati, appointed district manager, Pittsburgh office.

**JACK W. MINOR,** director of advertising and merchandising, Dodge Div., General Motors Corp., appointed to newly created post of sales manager in charge of advertising, merchandising and related sales activities.

**ADOLPH J. TOIGO,** Lennen & Newell president, elected vice chairman, Eastern Region, American Assn. of Advertising Agencies, succeeding late Thomas F. Harrington of Ted Bates & Co.

## New County Ownership Service Drafted by Nielsen

SPECIFICATIONS are being drawn up by A. C. Nielsen Co. for new radio-tv measurement of county-by-county ownership, station coverage and circulation, as result of favorable response from special cross-section survey conducted by Nielsen of agencies, advertisers, stations and their representatives, B•T learned Friday.

Methods, costs and markets are being weighed by Nielsen, whose survey found more interest in tv data than in radio, although latter was only few points behind and respondents were much more vocal about special radio situations needing attention. Letter embodying this status report now being sent interested parties over signature of J. K. Churchill, Nielsen vice president.

## TvB's First Convention Planned Nov. 11 in Chicago

TELEVISION Bureau of Advertising will hold its first annual convention Nov. 11 at Chicago's Ambassador East Hotel, according to notifications due to reach members over past weekend. Present plans call for one-day meeting. Agenda has not been worked out but presumably one highlight will be detailed report by President Oliver Treyz on TvB activities and developments since organization was formed last winter.

## West Coast Market Show

THREE-DAY advertising, sales and marketing show opens today (Monday) at Los Angeles Ambassador Hotel with major agencies and advertisers displaying current campaigns and creative work. Coordinated by George Stromme, similar show runs Sept. 27-29 at Mark Hopkins Hotel, San Francisco.

## Joseph D. Basson Dies

FUNERAL SERVICES were to be held yesterday (Sun.) in Brooklyn, N. Y., for Joseph D. Basson, 66, who died Wednesday at his Forest Hills home after long illness. Mr. Basson was international representative of International Alliance of Theatrical Stage Employes & Moving Picture Operators since 1942 and was active in organizing tv technicians. He is survived by his wife, daughter, and two grandchildren.

## Bar Outing Slated Oct. 15

ANNUAL fall outing of Federal Communications Bar Assn. will be held Oct. 15 at estate of late Horace Lohnes, FCBA President Percy Russell announced Friday. Outing committee is under chairmanship of Thomas Wall.

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### coming in b•t

**THE RESURGENCE OF RADIO**

Over 200 pages which tell the comeback story ..... Sept. 19 issue




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*Reg. U. S. Patent Office


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# MR. COUNSELOR

As a matter of policy, the Blackburn-Hamilton Company always advises its clients, both buyers and sellers, to retain counsel in all transactions involving the firm's brokerage services.

Communications laws and regulations are complicated. Their interpretation should be left to those who are trained and experienced in the legal profession.

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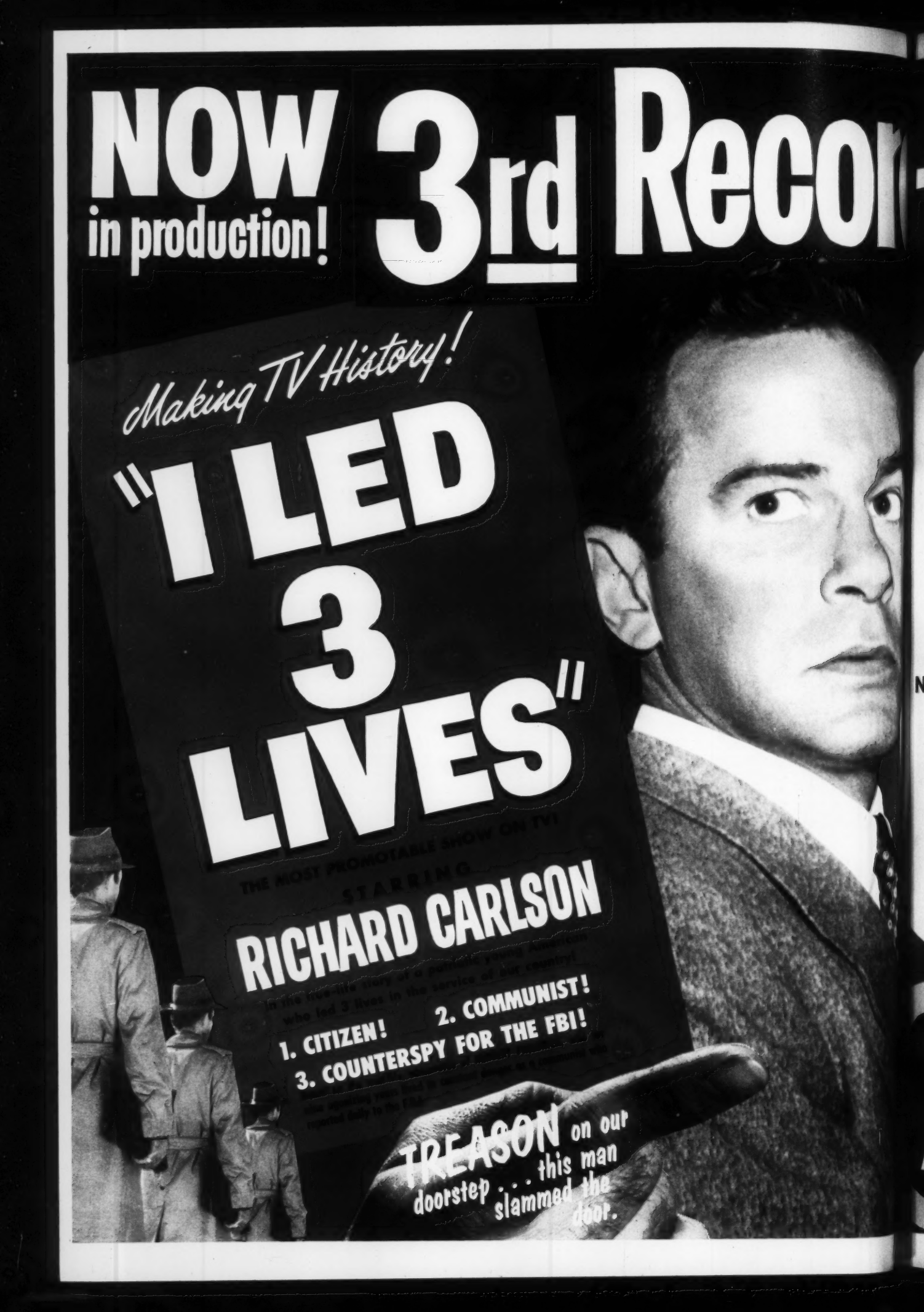

NOW in production!
3rd Recor
Making TV History!
"I LED 3 LIVES"
THE MOST PROMOTABLE SHOW ON TV!
STARRING
RICHARD CARLSON
1. CITIZEN!
2. COMMUNIST!
3. COUNTERSPY FOR THE FBI!
TREASON on our doorstep . . . this man slammed the door.

# r-Breaking Year!

## 3rd Year of continued Leadership!

| | | |
|---|---|---|
| Locally: BOSTON | 36.6 | ARB JANUARY '55 |
| CINCINNATI | 34.0 | ARB JANUARY '55 |
| NEW ORLEANS | 49.8 | PULSE APRIL '55 |
| PITTSBURGH | 48.5 | PULSE APRIL '55 |
| HOUSTON | 39.0 | PULSE MAY '55 |
| CHARLOTTE | 60.0 | PULSE JUNE '55 |

**Nationally: 1ST...time after time in Telepulse ratings of film shows:**

| | | | | |
|---|---|---|---|---|
| 22 | market | average | 23.7 | TELEPULSE JUNE '55 |
| 21 | market | average | 22.6 | TELEPULSE MAY '55 |
| 22 | market | average | 22.8 | TELEPULSE APRIL '55 |
| 22 | market | average | 21.9 | TELEPULSE MARCH '55 |
| 22 | market | average | 22.1 | TELEPULSE FEB. '55 |

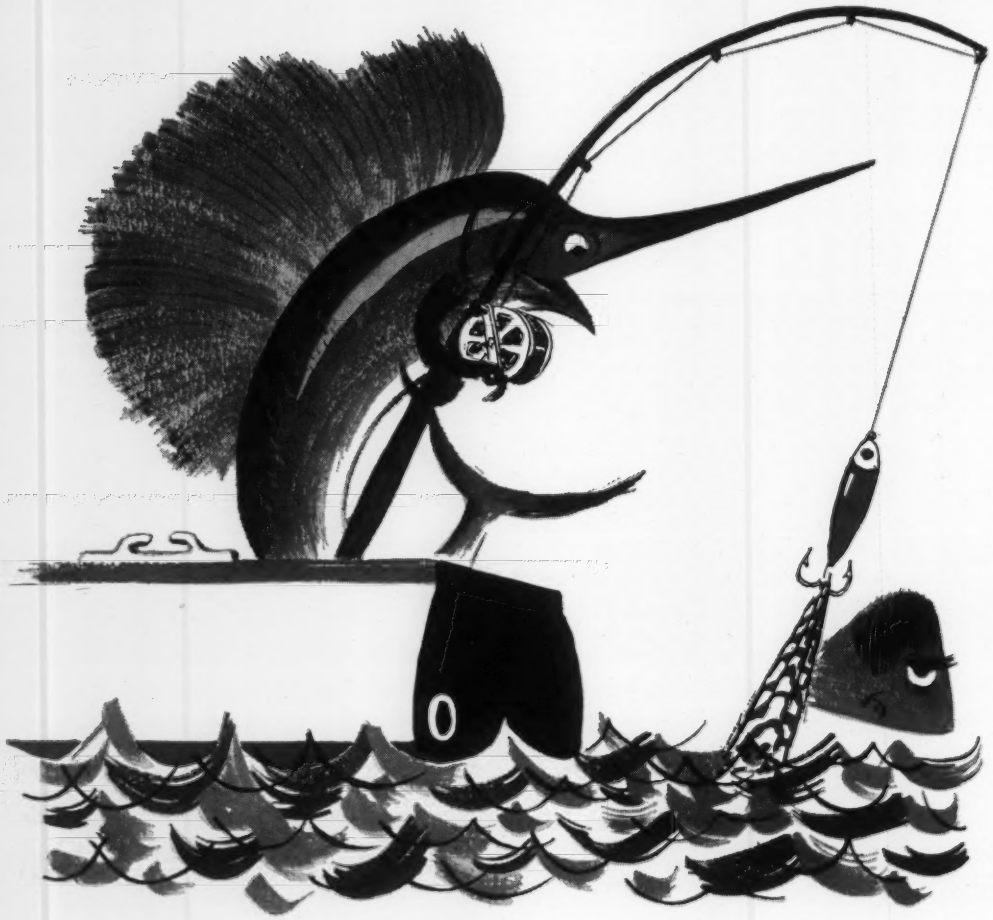
BEST NON-NETWORK FILM SERIES

BEST ADVENTURE SERIES

BEST ADVENTURE PERFORMER (RICHARD CARLSON)

# ZIV-TV

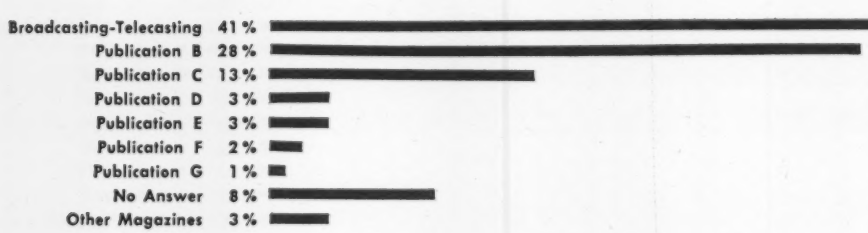
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



# we don't know how many people have ever caught a sailfish

**BUT** we **DO** know that among leading radio-TV agency executives—if restricted to just **one** publication . . . **41%** would pick **BROADCASTING-TELECASTING** as the **most informative and useful!**

To amplify: *

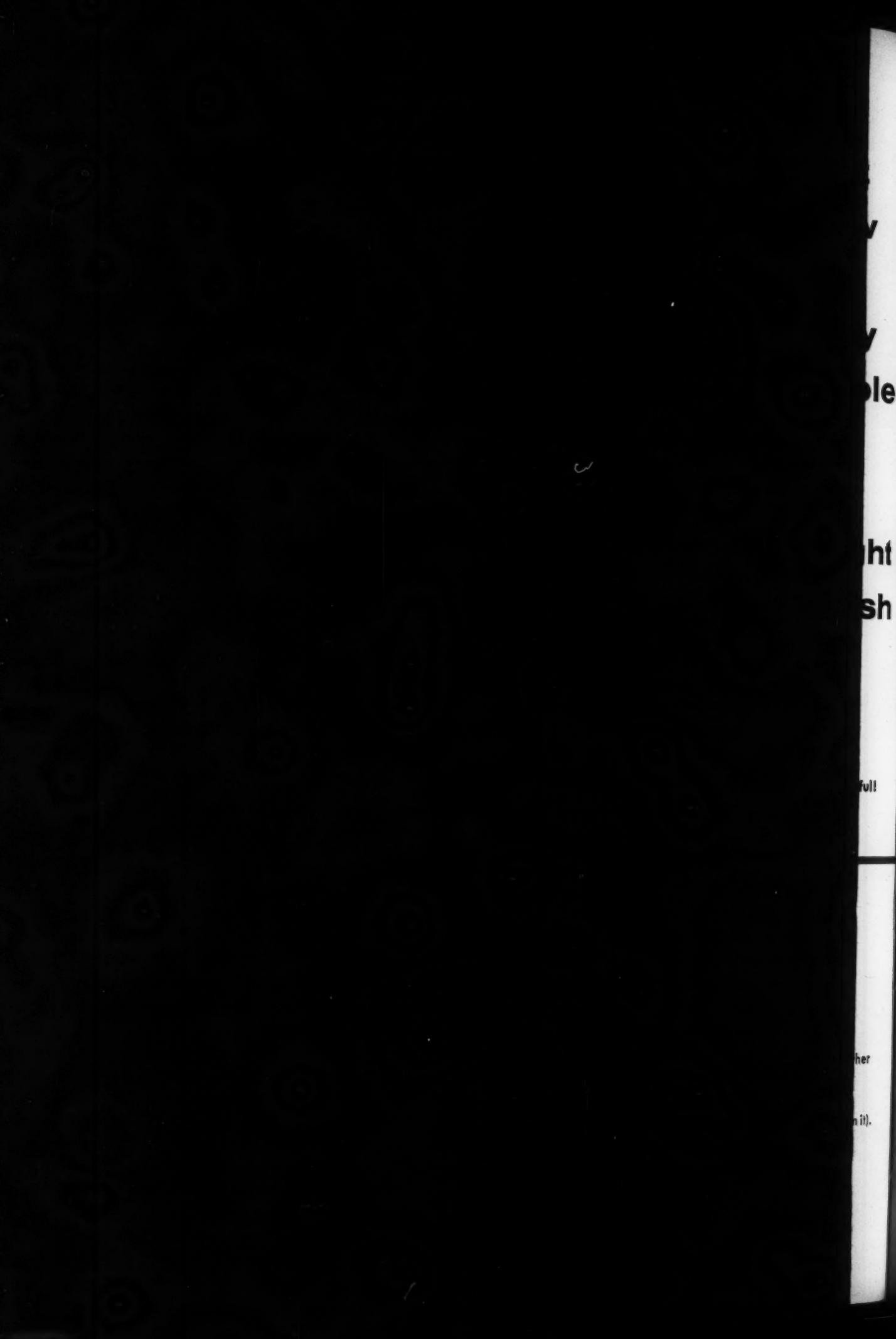



(*Note:* It adds to 102%. Some fence-sitters voted two ways.)

Clearly enough, **BROADCASTING-TELECASTING** has a giant advantage over all other radio-TV trade publications for the title of "Most Informative and Useful".

**moral:** When people **depend** on a magazine, it gets read. So do your messages (if they're in it).

* **If you want to hook the big ones, there are a lot of excellent hints in Ross Federal Research Corporation's "*Readership and Preference Study of Radio & Television Publications*". Don't borrow anyone else's copy; we have one that can be your very own. Just write to BROADCASTING-TELECASTING, 1735 deSales Street, Washington 6, D. C. Best three-cent investment you'll ever make!**



## ARTHUR MURRAY PARTY

THE CASTING of Katherine Murray, wife of the aging dancing master, as "star" of *Arthur Murray Party*, an NBC-TV summer replacement which, mercifully, may disappear with the advent of fall, disproves the contention that it is tough to get a break on tv.

Mrs. Murray has been allowed to perform before nationwide audiences for more than two months at the prime hour of 8:30 p.m. Tuesdays. Wash Buster's face and dispatch him to Radio City by the next Greyhound. There's a fortune to be made from his reading of "The Charge of the Light Brigade."

Mr. and Mrs. Murray have been around tv, off and on, for years. But only this summer has Mrs. Murray emerged as a determined, if not promising, comedienne. She has been doing skits, many in pantomime, which bear a resemblance—but not enough—to the work of Imogene Coca.

Last Tuesday, for example, Mrs. Murray did a tramp bit, a mawkish and inexpert imitation of one of Miss Coca's most engaging characters. One cannot suppress admiration for Mrs. Murray's courage, if not her judgment, in attempting so delicate an assignment.

Mrs. Murray's ineptitudes show up the more embarrassingly in contrast to the talents of guests on the program. Last Tuesday Eddie Albert and his wife, Margo, brought their song and dance act to the Murray premises. They looked great, despite the fact they were redoing material which they had presented before on tv. Just possibly they would not have seemed so talented if they had been in swifter company.

Mr. Murray's part in recent shows has been confined to short demonstrations of dance steps. Although less demanding than his wife's, Mr. Murray's parts are performed with authority. The old "step, one, two, slide, step" comes through with the professionalism that is attainable only when a performer is doing something he knows how to do.

*Production costs: approximately $21,000.*

*Sponsored by Associated Products for 5-Day Deodorant Pads through Grey Adv., and Toni Co. for Bobbi Pin Curl Permanent and White Rain Shampoo through Tatham-Laird on NBC-TV, Tues., 8:30-9 p.m.*

*Star: Katherine Murray.*

*Guests: Eddie Albert and Margo, Bil & Cora Baird and their Marionette Theatre and the Arthur Murray Dancers.*

*Producer: Arthur Murray; Associate Prod.: Les Zimmerman; Director: Bob Daniels; Associate Director: Peggy Roger; Music Conductor: Ray Carter; Lighting: Henry Frish.*

## THE LIFE AND LEGEND OF WYATT EARP

IF YOU weren't aware beforehand that Wyatt Earp was a fast-shooting western lawman you might have mistaken him for the pastor of Elsworth, Kan., last Tuesday night. The show's premiere performance was handicapped by a preachy script which repeatedly dwelt upon the evils of poker playing. Perhaps this was ABC-TV's overly-broad attempt at placating the vociferous group calling tv the breeder of juvenile delinquency. If such was the case it must have sounded silly to anyone over the age of four.

Some of the story's action appeared to be a little out of keeping with the realities of life. In Elsworth, according to one of the characters, seven people had been killed in two weeks over gambling incidents. Therefore, it hardly seems possible that Earp's moralizing interference could leave him without a few cranial bullet holes.

At one point an outlaw had the drop on Earp with a shotgun at point blank range, but decided to surrender to Earp instead of killing him. As the prisoner, who had been protecting his brother from the law, was being led away Earp told him he knew the shotgun-wielder would give himself up because he had brothers too. At this particular point in the epic, Earp was the only active threat to the gunman's brother's life.

Even aside from the weak script he had to work with, actor Hugh O'Brian's portrayal is nothing special. He was much too jovial and forbearing for the hired killers that have come to be associated with the then roiling Kansas area.

If the show continues in its sugar-coated Saturday afternoon serial style, watch for plenty of comical parodies.

*Production Costs: $26,500.*

*Sponsored alternately by General Mills Inc. through Dancer-Fitzgerald-Sample and Parker Pen Co. through Tatham-Laird Inc. on ABC-TV, Tues., 8:30-9:00 p.m. EDT.*

*Cast: Wyatt Earp: Hugh O'Brian; Ben Thompson: Denver Pyle; Abbie Crandall: Gloria Talbott; Alan Bat Masterson: Alan Dinehart III; Judge Miller: Richard Travis; Bill Thompson: Hal Baylor.*

*Produced by: Desilu Productions Inc.; Executive Producer: Louis F. Edelman for 616 Co.; Director: Frank McDonald; Producer: Robert F. Sisk; Assistant Director: Syd Fogel; Writer: First 10 scripts by Frederick Hazlitt Brennan based on book by Stuart N. Lake; Music by: Ken Darby Singers; Production Manager: Argyle Nelson; Unit Production Mgr.: Syd Fogel; Director of Photography: Harold Wellman, A.S.C.; Editorial Supervisor: Daniel Cahn, A.C.E.; Set Decoration: Theodore F. Offenbecker; Recorded by: Glen Sound Co.; Audio Engineer: Jackson Soloman; Film Editor: John Durant; Wardrobe: Douglas Stevens.*

## BOOKS

TELEVISION, A WORLD SURVEY (Supplement 1955), published by the United Nations Educational, Scientific & Cultural Organization. Paper bound. 52 pp. 50 cents. Columbia U. Press, 2960 Broadway, New York 37, N. Y., is the U. S. distributor.

THIS slender volume contains the latest information about tv broadcasting throughout the world, including the technical standards employed in the various countries, the number of stations, with detailed information about each, the number of receivers and other pertinent data. It brings up-to-date the original UNESCO world survey of tv issued in 1953.

ADS, WOMEN AND BOXTOPS, by Duane Jones, as told to Mark Larkin. Printers' Ink Books, Pleasantville, N. Y. 128 pp. $3.

THAT merchandising miracle—the offer of a premium in exchange for proof-of-purchase (usually boxtops) mostly made to housewife listeners to radio's daytime serials—is described in detail, with many examples and a modicum of pride, by "the boxtop king," Duane Jones, whose words are recorded by his friend Mark Larkin in this book, an expanded version of the series which ran under the same title in B•T during the summer of 1954. Mr. Jones' discussions of premiums successes and failures and the reasons why, make valuable as well as interesting reading for anyone concerned with advertising and how it works.


now
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100,000 watts
KYTV
Channel 3
SPRINGFIELD, MISSOURI
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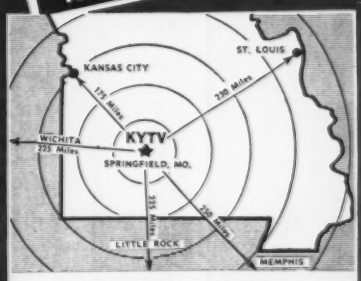


*In the BIG MIDDLE of a BILLION $ $ MARKET!*

283,600
FAMILIES WITH
$1,146,950,000
SPENDABLE INCOME
*(Sales Management May 1954)*
95,520
TELEVISION SETS IN AREA
*(Television Magazine Report March 1, 1955)*

The ONE way to reach ALL of MISSOURI'S 3RD LARGEST MARKET!

R. L. STUFFLEBAM
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NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

*The NBC Radio affiliate in Seattle, Washington . . . 20th largest metropolitan area in the country . . . is a 50,000 Watt clear channel station with a frequency of 1,000 Kilocycles. It covers 617,570 families in Washington and Northern Oregon plus a large bonus audience in Canada.*

# KOMO
## SEATTLE

NBC

*is nationally represented by*

## SPOT SALES

*30 Rockefeller Plaza, New York 20, N. Y.*

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*San Francisco • Los Angeles • Charlotte* Atlanta* • Dallas* *Bomar Lowrance Associates*

*Representing* RADIO STATIONS

**WRCA** *New York*
**WMAQ** *Chicago*
**KNBC** *San Francisco*
**KSD** *St. Louis*
**WRC** *Washington, D. C.*
**WTAM** *Cleve*
**KOMO** *Seattle*
**WAVE** *Louis*
**KGU** *Hono*
*and the* **NBC WESTERN RADIO NETWORK**

*The 100,000 Watt NBC Television affiliate in Seattle, Washington, Channel 4, covers a market area of 1,816,441 people with an effective buying income of over three billion dollars. A bonus market in Canada and Oregon totals an additional 583,367 people.*

# KOMO-TV
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*is nationally represented by*
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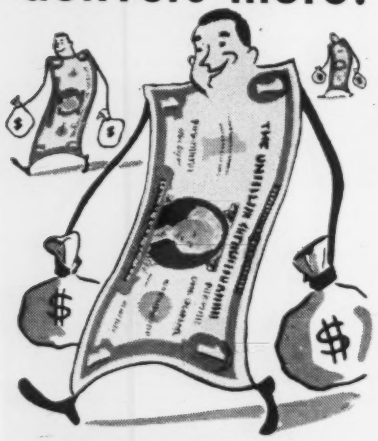
*Representing* TELEVISION STATIONS

**WRCA-TV** *New York*
**WNBQ** *Chicago*
**KRCA** *Los Angeles*
**KSD-TV** *St. Louis*
**WRC-TV** *Washington, D. C*
**WNBK** *Cleveland*
**KOMO-TV** *Seattle*
**KPTV** *Portland, Ore.*
**WAVE-TV** *Louisville*
**WRGB** *Schenectady-Albany-Troy*
**KONA-TV** *Honolulu*

Your dollar delivers more!



WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

| Time | WSJV | Station B | Station C |
|---|---|---|---|
| 1 hour | $300.00 | $500.00 | $400.00 |
| ½ hour | $180.00 | $300.00 | $240.00 |
| 5 min. | $ 90.00 | $125.00 | $100.00 |
| Effective Radiated Power | 250,000 watts | 185,000 watts | 204,000 watts |

**America's 5th richest market***

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

**Source: 1955 Sales Management Survey of Buying Power*

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, *General Manager*

**Your Growth Network Station**

*Serving*

**South Bend-Elkhart**
**Northern Indiana**
**Southern Michigan**

For availabilities see your

**H-R TELEVISION MAN**

National Representatives




## Easy Reach

EDITOR:

Congratulations on your lead article in the Sept. 5 issue reporting that television's fall bookings presage new records.

The how, what and how much of network sales is certainly comprehensive and a highly valuable reference for the entire industry. We won't let it get farther away than the nearest desk drawer.

*Oliver Treyz, Pres.*
*Television Bureau of Advertising*
*New York*

## Agency Recognition

EDITOR:

It's always amazing to us how many comments we receive whenever anything about our agency appears in B•T. It certainly speaks well for the readership your publication gets, as well as for your circulation!

*W. C. Standart*
*Standart & O'Hern Adv. Agency Inc.*
*Kansas City*

## Spreading the Word

EDITOR:

I want to compliment your magazine for the excellent article on Billy Graham [B•T, Aug. 22].

I just hope you will make reprints available so that we can present them to preachers in our area. We would like to have about 25, and you may bill us for them.

*James R. Curtis, Pres.*
*KFRO Longview, Tex.*

**[EDITOR'S NOTE: Reprints of the B•T exclusive interview with the famed evangelist are available at 15 cents each.]**

EDITOR:

I would like to request permission to use verbatim excerpts from your B•T interview with Billy Graham which appeared in the Aug. 22, 1955, issue.

If permission is granted, I will use the material with proper credit to B•T in our monthly magazine, *The Beam.*

*Clarence Duncan, Dir. of Prom.,*
*Southern Baptist Convention's*
*Radio & Television Commission*
*Ft. Worth, Tex.*

**[EDITOR'S NOTE: Permission granted.]**

## Audience Responsibility

EDITOR:

In your editorial ["English (Should Be) Spoken Here," B•T, Aug. 15] you have said so eloquently what I've been saying and advocating for many years at WVJS.

We who propagate the spoken word have an undeniable trust and a responsibility to our listeners, especially the younger ones, to be forever vigilant for correct usage and pronunciation. Along with the examples to which you called attention, I'd like also to remind a lot of radio and tv announcers and performers that the plurals of blouses and houses are not pronounced blousses and housses, but blouzes and houzes. You'll also hear such mutilating of the conjunctive case as "There's nobody here but he and I."

My pet peeve and, I believe, one of the most harmful deviations from good usage, is the frequently heard colloquial use of "don't you?". It comes out "don' . . . k you?" . . . There is, of course, a correct way to say it, but it requires a little extra effort and the breaking of some old speech habits; but when thousands of people are listening, many of them youngsters, isn't it worth the extra work?

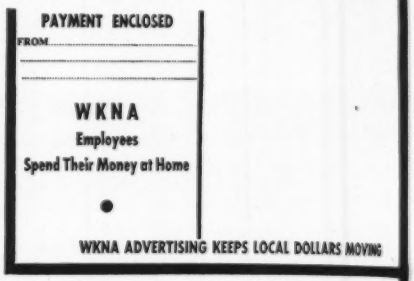
*Malcolm Greep, V. P. & Gen. Mgr.*
*WVJS Owensboro, Ky.*

## Promote When You Pay

EDITOR:

Here at WKNA each of our employes directly participates in the direct mail promotion of our station. And, each mailing piece is assured of getting into the hands of the people we want to reach with our promotion—the retail merchants of the greater Charleston area.

Each employe receives 10 to 12 envelopes—already stamped—along with his paycheck. His wife has been alerted to use them too and, since most people pay their bills by check these




days, we feel that our message gets a pretty large circulation on a continuing basis. . . . This is direct mail promotion in its purest form, at least it won't hit the circular file until the payment is removed.

*W. S. Jackson, Gen. Mgr.*
*WKNA Charleston, W. Va.*

## Tv's Day in Court

EDITOR:

Our sincere congratulations to B•T for its coverage of the tradition-smashing test of television at the American Bar Assn. convention [B•T, Aug. 29]. I believe it is safe to say that this event may have been a turning point in our industry's fight for the preservation of freedom of information.

NARTB performed a magnificent service by making the most of this opportunity to expose the stupidity of the ABA's Canon 35. And Frank Beatty scored impressively with his reporting-in-depth. Few reporters know this complex subject as intimately as Frank. He understands the problem and its implications, and the article he produced, "The Silent Witness," is a masterpiece of well balanced informative reporting.

I commend this article and your follow up editorial for close study by everyone whose welfare is served by the preservation of the people's right to know.

*Jim Bormann*
*Dir., News & Public Affairs*
*WCCO Minneapolis*

EDITOR:

We would like to distribute approximately 50 copies of the article "The Silent Witness," starting on page 57 of the Aug. 29 issue of B•T, to our industrial television field men.

If reprints of this article are available, we would appreciate receiving 50 copies. . . .

*Coleman J. Ross, Adv. & Sls. Prom.,*
*Broadcast Equipment*
*General Electric Co.*
*Syracuse, N. Y.*

**[EDITOR'S NOTE: Reprints are available at 15 cents each.]**

"THE NATION'S MOST POWERFUL RURAL TV STATION"

CHANNEL 3
(KIRKSVILLE, MO.)
100,000 WATTS

KTVO

SERVING MONOPOLYVILLE, U.S.A.

CBS AFFILIATE
168,392 TV SETS
1,101 FOOT TOWER

BUSINESS OFFICES 2513 N. Court RD.

OTTUMWA, IOWA

To Whom It May Concern:

Please consider this my application for employment.

I am young (will be born first week in October), strong, enthusiastic and willing to work.

Have initiative, imagination and ability to get along with one million people with over a billion to spend.

Write, wire or phone collect (Murray 2-4535, Ottumwa, Iowa) for immediate interview.

Sincerely,

KTVO

*James J. Conroy*

PRESIDENT

P.S. Am available at choice times except when employed by CBS-Television

CBS TELEVISION

**Serving 57 counties in Iowa, Missouri, and Illinois from the highest tower and antenna in most of the U.S.A. "A million with a billion to spend".**

"THE NATION'S MOST POWERFUL RURAL TV STATION"

IN HOLLYWOOD THIS FALL...

"IT'S SIZZLIN' ON 7"

WITH ALL
THE ABC NETWORK SHOWS...
PLUS

SUPERMAN
LONG JOHN SILVER
CISCO KID
WILD BILL HICKOK
BUFFALO BILL JR.
ANDY'S GANG
STUDIO 57
THE JACK OWENS SHOW
THE AL JARVIS SHOW

DON'T LET YOUR CLIENTS "COOL"
PLACE THEM ON THE SUNNYSIDE OF SALES

WITH CHANNEL 7 KABC-TV
the station with life

## IN PUBLIC INTEREST

### Connecticut Stations Praised

THE Connecticut Institute of the Blind has sent a letter to every radio station in the state, congratulating them on the "effectiveness of radio in giving an important message to the public." Frank Johns Jr., Institute president, wrote WDRC Hartford, saying the Institute has received more than $23,000 in gifts resulting from three announcements over the state's radio stations. Newspapers were not used in the appeal. The money has been partially used to equip a new dormitory for blind children.

### WGN Airs Holiday Traffic News

FOR the benefit of holidaying motorists, WGN Chicago, through the cooperation of the Chicago Motor Club, manned traffic crews and for the sixth straight year aired traffic and road-condition bulletins over the entire Labor Day weekend. The Shell Oil Co. sponsored the bulletins.

### Radio-Tv and Benefit Softball

CINCINNATI's radio and television personalities joined forces Aug. 25 but lost a softball game to an all-star girl's team from the Cincinnati Bell Telephone Co. Proceeds from this annual benefit softball game went to Cincinnati's Cancer Fund.

### WISN-TV & WTMJ-TV Conduct Tv-School

WISN-TV and WTMJ-TV Milwaukee are helping Milwaukee County school children kept home by a polio threat get their lessons anyway. WISN-TV is giving three hours a day of its broadcast time to public and parochial schools in the county, following an announcement by Milwaukee's health commissioner that schools will not open until the polio threat has passed. WTMJ-TV is airing four daily 15-minute sessions for public schools, and two daily shows of the same length for Lutheran schools.

### WIP Holds Safe-Driving Campaign

WIP Philadelphia's holiday safety drive urged motorists to exercise caution and courtesy on the roads during the Labor Day weekend. Traffic, weather, bridge, and road condition bulletins, augmented with safety-reminding jingles, were broadcast heavily during the entire three day holiday. For the benefit of late-returning vacationists, WIP's all-night *Dawn Patrol*, headed by Bob Powell, kept the safety vigil going until early Tuesday morning.

### Citations From WPTF

CITATIONS for meritorious service were sent to over 100 persons by WPTF Raleigh, N. C., in appreciation of the help they rendered the station during its coverage of hurricanes Connie and Diane. The station reports many of the citations were sent to persons who had volunteered to stand by their telephones in storm areas and call in progress and damage reports. Some of the other recipients were from radio stations east of Raleigh who helped the station in its coverage.

### CHAB Finds People

CHAB Moose Jaw, Sask., is enjoying a reputation for finding people in a hurry. During the last week in August, for example, the station through newscasts and announcements located two lost children; recovered, through announced descriptions, a stolen car; brought together a family; delivered a message to a man at Prince Albert, 200 miles from Moose Jaw, and located two other men, traveling about Saskatchewan.

# 18 out of 19 National SPOT-TV Advertisers using Programs in the El Paso Southwest are on KROD-TV

*And with good reason!*

**Coverage.** From its mountain-top antenna, KROD-TV is the *only* television station covering *all* of the fabulous El Paso Southwest — America's largest retail trade area.

**Programming.** With CBS and ABC network programs — plus the cream of national spot programs — KROD-TV adjacencies consistently build and hold audiences for your show.

**E.P. in E.P.*** KROD-TV offers advertisers a complete merchandising and promotion package including announcements, mailings, store calls, outdoor posters, windows, publicity, etc.... far more than any other station in the area.

**Effective Promotion in El Paso*

Your Branham man can give you the full story on KROD-TV and the rich El Paso Southwest. Call him today for choice availabilities.

**KROD-TV CHANNEL 4 • EL PASO, TEXAS**

Affiliated with CBS and ABC Television Networks • Affiliated with KROD—600 KC—5,000 watts • Owned and operated by the El Paso Times, Inc. • Roderick Broadcasting Company • Dorrance D. Roderick, President • Val Lawrence, Vice Pres. and General Mgr. • Dick Watts, General Sales Manager
Represented Nationally by the BRANHAM CO.

IN HOLLYWOOD THIS FALL...

"IT'S SIZZLIN' ON 7"

WITH ALL
THE ABC NETWORK SHOWS...
PLUS

SUPERMAN
LONG JOHN SILVER
CISCO KID
WILD BILL HICKOK
BUFFALO BILL JR.
ANDY'S GANG
STUDIO 57
THE JACK OWENS SHOW
THE AL JARVIS SHOW

DON'T LET YOUR CLIENTS "COOL"
PLACE THEM ON THE SUNNYSIDE OF SALES

WITH
CHANNEL 7 KABC-TV
the station with life

## IN PUBLIC INTEREST

### Connecticut Stations Praised

THE Connecticut Institute of the Blind has sent a letter to every radio station in the state, congratulating them on the "effectiveness of radio in giving an important message to the public." Frank Johns Jr., Institute president, wrote WDRC Hartford, saying the Institute has received more than $23,000 in gifts resulting from three announcements over the state's radio stations. Newspapers were not used in the appeal. The money has been partially used to equip a new dormitory for blind children.

### WGN Airs Holiday Traffic News

FOR the benefit of holidaying motorists, WGN Chicago, through the cooperation of the Chicago Motor Club, manned traffic crews and for the sixth straight year aired traffic and road-condition bulletins over the entire Labor Day weekend. The Shell Oil Co. sponsored the bulletins.

### Radio-Tv and Benefit Softball

CINCINNATI's radio and television personalities joined forces Aug. 25 but lost a softball game to an all-star girl's team from the Cincinnati Bell Telephone Co. Proceeds from this annual benefit softball game went to Cincinnati's Cancer Fund.

### WISN-TV & WTMJ-TV Conduct Tv-School

WISN-TV and WTMJ-TV Milwaukee are helping Milwaukee County school children kept home by a polio threat get their lessons anyway. WISN-TV is giving three hours a day of its broadcast time to public and parochial schools in the county, following an announcement by Milwaukee's health commissioner that schools will not open until the polio threat has passed. WTMJ-TV is airing four daily 15-minute sessions for public schools, and two daily shows of the same length for Lutheran schools.

### WIP Holds Safe-Driving Campaign

WIP Philadelphia's holiday safety drive urged motorists to exercise caution and courtesy on the roads during the Labor Day weekend. Traffic, weather, bridge, and road condition bulletins, augmented with safety-reminding jingles, were broadcast heavily during the entire three day holiday. For the benefit of late-returning vacationists, WIP's all-night *Dawn Patrol*, headed by Bob Powell, kept the safety vigil going until early Tuesday morning.

### Citations From WPTF

CITATIONS for meritorious service were sent to over 100 persons by WPTF Raleigh, N. C., in appreciation of the help they rendered the station during its coverage of hurricanes Connie and Diane. The station reports many of the citations were sent to persons who had volunteered to stand by their telephones in storm areas and call in progress and damage reports. Some of the other recipients were from radio stations east of Raleigh who helped the station in its coverage.

### CHAB Finds People

CHAB Moose Jaw, Sask., is enjoying a reputation for finding people in a hurry. During the last week in August, for example, the station through newscasts and announcements located two lost children; recovered, through announced descriptions, a stolen car; brought together a family; delivered a message to a man at Prince Albert, 200 miles from Moose Jaw, and located two other men, traveling about Saskatchewan.

# 18 out of 19 National SPOT-TV Advertisers using Programs in the El Paso Southwest are on KROD-TV

*And with good reason!*

**Coverage.** From its mountain-top antenna, KROD-TV is the *only* television station covering *all* of the fabulous El Paso Southwest — America's largest retail trade area.

**Programming.** With CBS and ABC network programs — plus the cream of national spot programs — KROD-TV adjacencies consistently build and hold audiences for your show.

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Represented Nationally by the BRANHAM CO.

# W·GTO TAKES A BIG

## 10,000 WATTS AT 540 KC

## *Sells* 27 FLORIDA MARKETS FROM THE GULF TO OCEAN— GAINESVILLE TO OKEECHOBEE

**Market information**

| | |
|---|---|
| *Population* | 1,384,000 |
| *Radio Homes* | 456,630 |
| *Effective Buying Income* | $1,869,606,000 |
| *Retail Sales* | 1,347,875,000 |
| *Food Sales* | 328,473,000 |
| *General Merchandise* | 133,811,000 |
| *Furniture-Household* | 75,230,000 |
| *Automotive Sales* | 255,985,000 |
| *Drug Sales* | 50,868,000 |
| *Gross Cash Farm Income* | 449,262,000 |

SOURCES: *Radio Homes, SRDS' 1955 "Consumer Markets"; All other categories, Sales Management's 1955 "Survey of Buying Power."*

*from Gulf To Ocean*

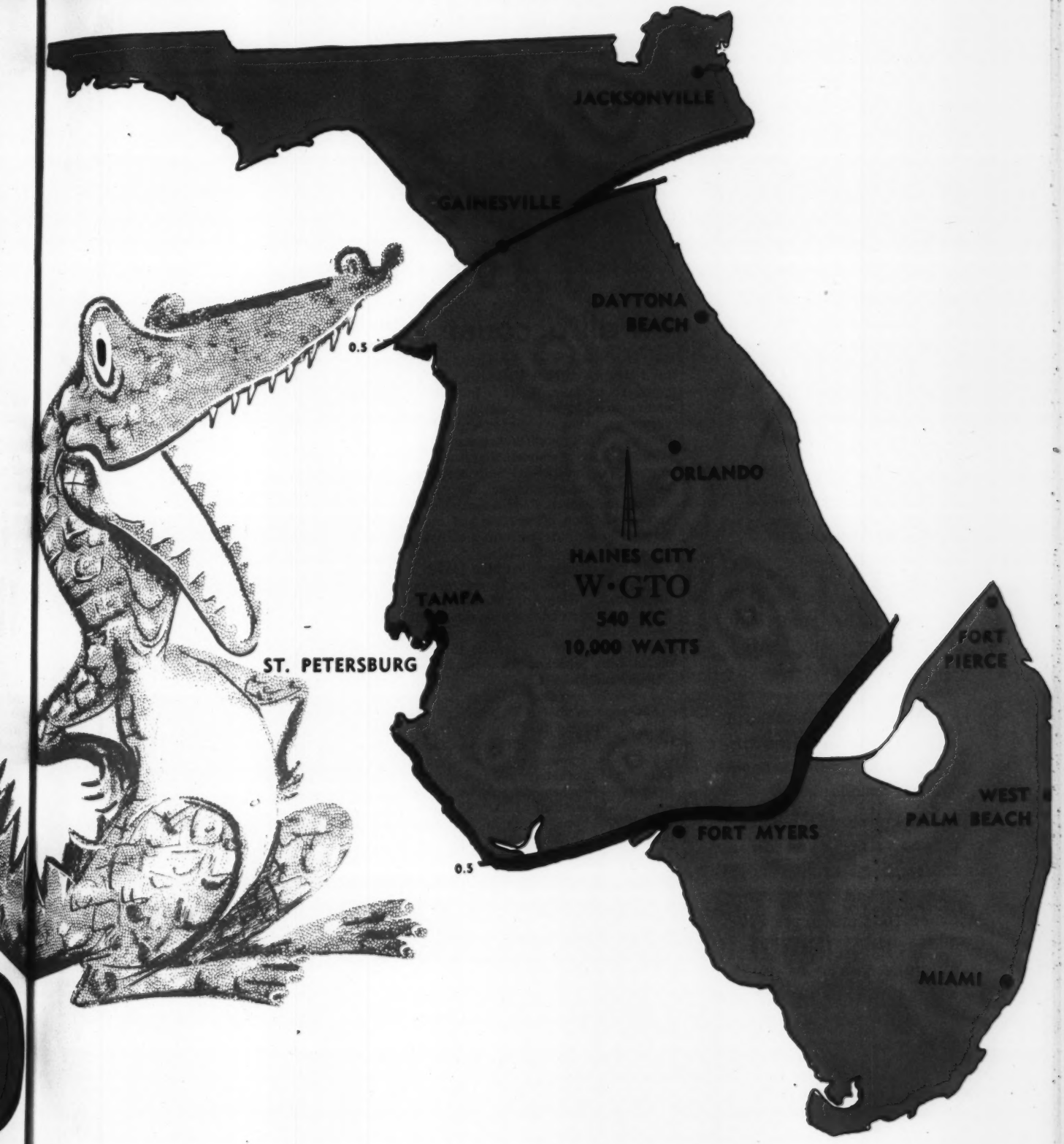
*Gainesville To Okeechobee....*

# W·GTO

## 10,000 WATTS 540 KC

OWNED AND OPERATED BY KWK INCORPORATED, ST. LOUIS

# BITE OF FLORIDA




for availabilities write
wire, or phone 6-2621
Haines City, Florida

W·GTO

CAPITAL TYPES #10

THE LIBRARIAN

Born with a silver "sshh" in her mouth; compensates by screaming insults at the umpire every Ladies' Day. Addicted to Peter Arno cartoons and seven card stud. Has a baseball autographed by Three-Finger Brown. Favorite food: tapioca pudding.

There's nothing hush-hush about which station in Washington is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

**WTOP RADIO**

Represented by CBS Radio Spot Sales

ELAINE SCHACHNE

# on all accounts

ALTHOUGH Elaine Schachne, timebuyer at Emil Mogul Co., New York, is a pert, even-tempered young lady, there is one attitude held among some agency personnel that ruffles her customary calm; it's the oft-expressed contention that media work is "uncreative."

Miss Schachne counters that it requires imagination, experimentation and analytical thinking to buy time for a client. She insists there's nothing mechanical about a timebuyer's maneuvers in selection of markets and broadcasting patterns in order to perform a satisfactory job for an advertiser.

The thoughtfulness that Miss Schachne brings to her current post as Mogul timebuyer for the Monarch Wine Co. (Manischewitz wines). Brooklyn, reflects her superior educational background and her work experience. A native New Yorker, who still resides in upper Manhattan, Miss Schachne graduated from Barnard College and from Columbia U., from which she received a master's degree in psychology.

She confides that she considered the possibility of studying further for a Ph.D. degree in psychology, but finally decided against this step. A background in statistics, acquired at college and graduate school, stood her in good stead in 1950 when she accepted a job in the research department of the Biow Co., New York. She remained there for a year, and then shifted to Cunningham & Walsh, New York, as an estimator in the media department. She advanced to chief estimator and assistant timebuyer at C & W and left in 1953 to join Emil Mogul as a timebuyer.

For the first six months at Mogul, Miss Schachne was entrusted with local and regional accounts (Barney's Clothes, National Shoe Co., Ronzoni Macaroni) and in January 1954 was appointed timebuyer for Manischewitz wine. The account, she points out, relies exclusively on spot radio and spot tv in more than 100 markets, and clearly delineates the Mogul philosophy of using spot radio on a long-term, heavy saturation basis, supported by spot tv.

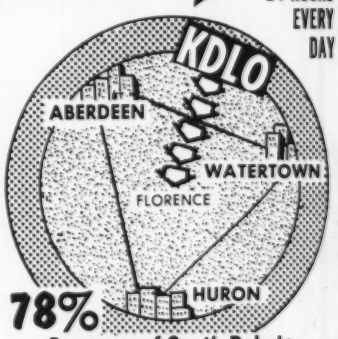
Miss Schachne believes wholeheartedly in the efficacy of spot radio on independent or near-independent stations, and points to the success story of Manischewitz wine to buttress her conviction.

Miss Schachne relaxes by attending the theatre and participating in her favorite sports—skiing, tennis, and swimming. Ruefully, she recalls that the week she was assigned the Manischewitz account, she broke her arm in a skiing accident.

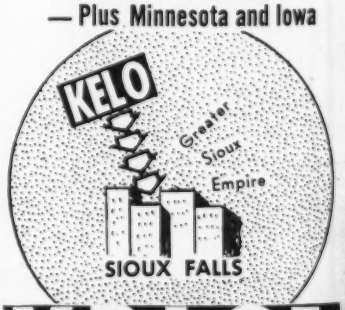
**Even Joe Floyd's Wife Approves of THIS TRIANGLE!**

In fact, she's telling everyone what a sweet thing Joe has in his new Aberdeen-Watertown-Huron triangle, a completely new-to-TV market. What a hot number for you too—78,000 single-station homes reached only by KDLO-TV. Log it in combination with Joe's spectacularly popular KELO-TV, Sioux Falls, S. D. and you get two big markets for your one buy across the board.

MICRO-LINK Connected 24 HOURS EVERY DAY




78% Coverage of South Dakota — Plus Minnesota and Iowa



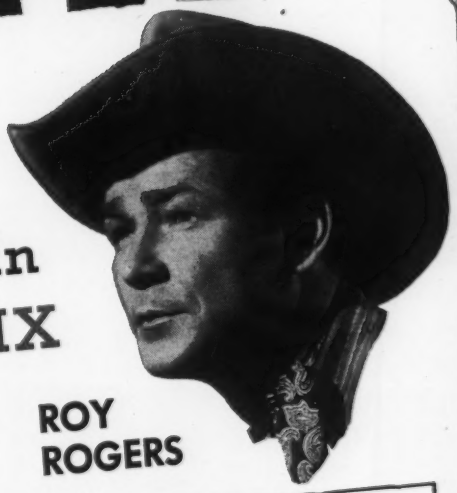

KDLO TV

JOE FLOYD, *President.*
Evans Nord, *Gen'l Mgr.*
Larry Bentson, *Vice-Pres.*
NBC (PRIMARY)
CBS • ABC • DuMONT
*Represented by H-R Television*

# WANTED

to round-up your SALES in PHOENIX

GENE AUTRY



ROY ROGERS

You can't beat this combine when it comes to lassoing audiences. They'll round up your customers and rope in your highest sales in the growing Phoenix market.

Every weekday, from 6 to 7 pm, "Trailtime" alternately presents first-run, feature-length films starring these box office hombres.

**NOTICE**

**TRAILTIME** is a premium program, at a premium time, at Class B rates. It's the best participating buy in Arizona television

. . . and it's on

## KPHO-TV

*First* in Phoenix against three network affiliates!

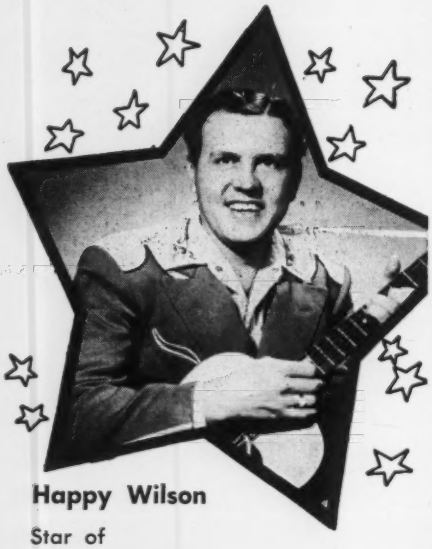
| QUARTER-HOURS CAPTURED | DAYTIME Noon to 5 pm Mon - Fri | NIGHTTIME 5 pm to Station signoff Sun. - Sat |
|---|---|---|
| **KPHO-TV** | **42%** | **34.5%** |
| Network Station "A" | 38% | 30.5% |
| Network Station "B" | 20% | 21.5% |
| Network Station "C" | 0% | 13.5% |

(ARB — July '55 — Verified ARB Aug 16 '55)

## MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

| KANSAS CITY | | SYRACUSE | | PHOENIX | | OMAHA | |
|---|---|---|---|---|---|---|---|
| KCMO | KCMO | WHEN | WHEN | KPHO | KPHO | WOW | WOW |
| RADIO | TV | RADIO | TV | RADIO | TV | RADIO | TV |
| 810 kc. | Channel 5 | 620 kc. | Channel 8 | 910 kc. | Channel 5 | 590 kc. | Channel 6 |
| ABC | CBS | ABC | CBS | ABC | | CBS | NBC |



**Happy Wilson**
Star of
**Yawn Patrol**
4:45 to 6:30 a.m. Monday-Saturday

**Stars Sell on Alabama's greatest radio station**

**WAPI**
Birmingham

Happy has become Birmingham's No. 1 Hillbilly personality during his twenty years of entertaining on WAPI. He builds extra popularity by traveling all over Alabama making personal appearances.

On his early morning record show "Yawn Patrol" Happy has a wide following among farmers and the large early rising industrial population of Birmingham.

**You can SELL Your Products to Alabama folks**

**If you TELL them on programs they enjoy hearing**

*Represented by*
**John Blair & Co.**
*Southeastern Representative:*
**Harry Cummings**

# our respects

to CLAUDIA TAYLOR JOHNSON

AS WIFE of the Majority Leader of the U. S. Senate, Mrs. Lyndon B. Johnson called upon and found unknown reserves of strength when her husband was stricken with a heart attack July 21 after setting a gruelling pace during the first session of the 84th Congress.

While her husband lay helpless in a room at Bethesda Naval Hospital, near Washington, Mrs. Johnson promptly took command of the senator's affairs. Moving into the hospital, she made the decisions during the five weeks on who would see the affable Texan, acted as his secretary, handled newsmen, answered some 7,000 "get well" cards and letters and supervised his diet down to the last calory. At the same time she was overseeing the Johnson household, including two small children, and the operation of the Texas Broadcasting Corp. of which she is president.

The name Claudia Johnson is almost forgotten today except on FCC records, where she is listed as president and chief owner of KTBC-AM-TV Austin and KANG-TV Waco, Tex. To everyone, including official Washington, she is known as "Lady Bird," a nursery rhyme nickname given during her early childhood at Karnack, Tex.

Small, dark and pretty, Lady Bird attended rural school in Karnack, St. Mary's in Dallas and the U. of Texas where she was awarded BA and BJ degrees. Her first business experience was the management of 3,800 acres of farmland in central Alabama, which she inherited.

Using inheritance money she bought KTBC in February 1943 as an investment when the station was in debt and the staff had been reduced to nine. She began building up the property, starting KTBC-TV (ch. 7) on Thanksgiving Day, 1952.

She acquired a film library, network affiliation, new quarters and new personnel. The KTBC-AM-TV staffs now include approximately 100 people. KANG-TV (ch. 34) was purchased in December 1954.

As president of the stations she directs their policies, including supervision of all operations—sales, employment of key personnel and contacts with networks and advertising agencies. She signs all checks and looks over program material, that being used and that being offered. She learned early to read thoroughly all documents involving the stations and has concluded that the main thing in any business is to check every detail, no matter how small.

She admits she worked harder during the senator's hospital stay than she had ever worked in her life. J. C. Kellam, KTBC-AM-TV general manager, came to Washington several times for conferences. Like her husband, she is a frequent user of the long distance telephone and never was out of touch with what was going on in Austin and Waco, some 1,700 miles away from the Nation's Capital.

When in Washington, Mrs. Johnson conducts her radio-tv and other business from a desk on the porch of the Johnson home, looking out on the garden. The senator declines to take part in the radio-tv operations. "I can't be bothered with that and besides she does it better," he says. Lady Bird takes care of it, including farm and ranch business, without seeming busy at all.

She disclaims any active part in her husband's political campaigns "except in emergencies," but adds: "I went along on his campaigns just to see that he ate and had clean clothes. Also, I have the feeling that I am a very average person, so I listened to his speeches. If they struck me wrong, we figured maybe something needed to be changed. I think I am a fairly good sounding board for how the average person will react, but I am not a brain truster in any sense of the word."

The Johnsons all have fun using the same initials—L. B.—for each member. There are Sen. Lyndon B., Lady Bird, daughters Lynda Bird, 11, and Lucy Baines, 8, and "Little Beagle," the family pup.

Mrs. Johnson is a member of Theta Sigma Phi, honorary journalism organization. Her hobbies are gardening and making motion pictures. Her major business ambition, she says, is to assure Austin the "finest possible service and to make KTBC-AM-TV one of the best-known names in the country."

In this direction, she has plans, at present, to construct a new television center in Austin "that will be one of the most modern and advanced in the world." Architects are being consulted for the latest in design and the center will have "every facility that will guarantee the people of the area the finest in radio and tv."

Right now the Johnsons are at the family ranch at Johnson City, Tex., where the senator is convalescing from the heart attack. Doctors feel that with proper care he will be able to make an almost complete recovery and return to the majority leadership of the Senate next year. Lady Bird intends to see to that.

Reflecting on her 20-plus years in broadcasting, Mrs. Johnson sums up her feelings about the industry this way: "Because of the peculiar nature of the radio and tv industry, I believe that it has a public service status and that no operation can be profitable or successful unless the operator keeps that point in mind.

"Radio and tv both fit into a definite category of news and entertainment—a category based upon a flexibility which is possessed by no other medium. A successful operation, in addition to being based upon a public service concept, is one that takes advantage of that flexibility."

*On the air this fall*

**In Pittsburgh, Pa.**

**the basic CBS station**

# WIIC

CBS TELEVISION

CHANNEL **11** 316,000 WATTS

*announces the appointment of*

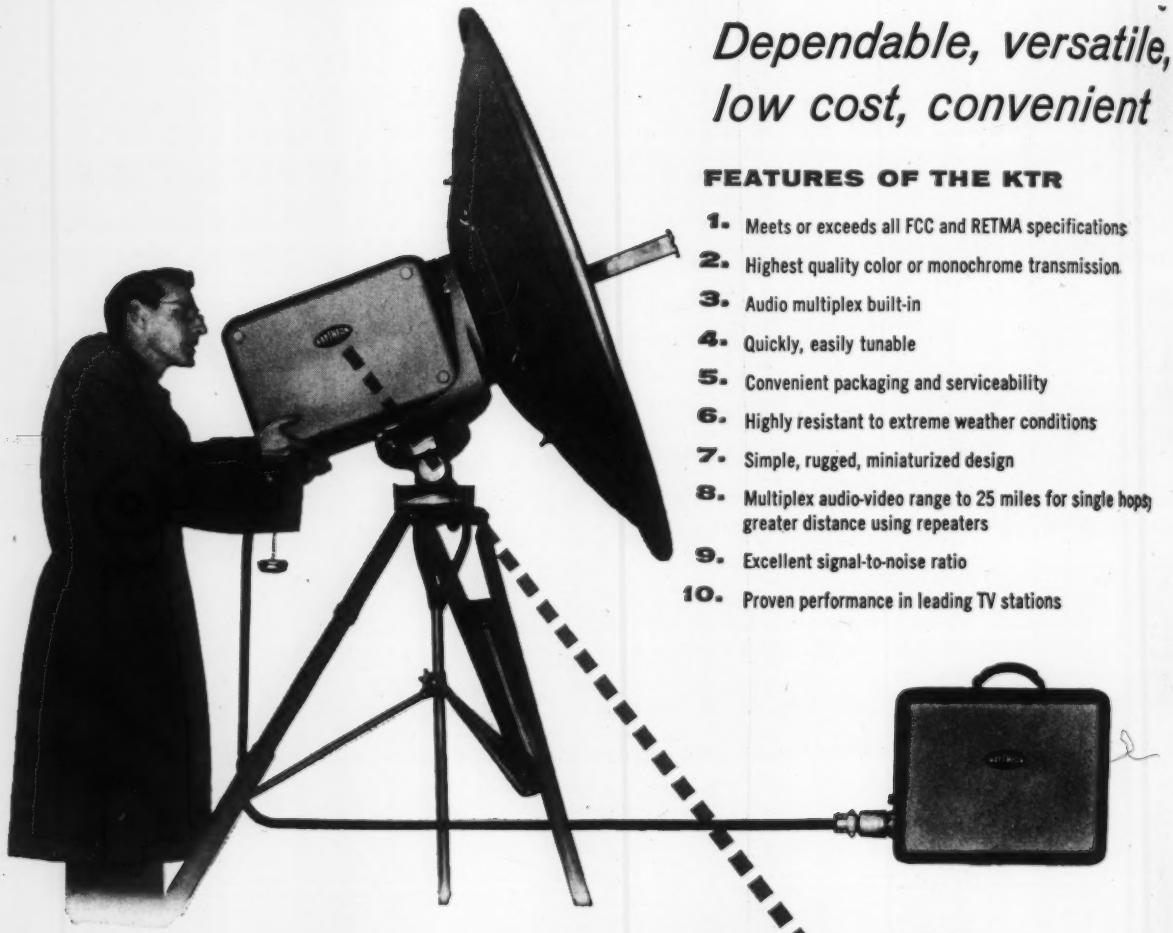
**BLAIR TV**

*as exclusive national representative*

*Effective immediately*

# NEW–RAYTHEON

*Dependable, versatile, low cost, convenient*



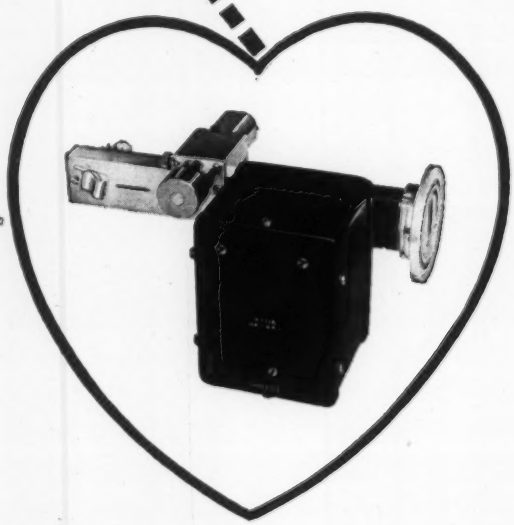
**FEATURES OF THE KTR**

1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

## "HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±½mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.



***Produced by the world's leading maker***

# TV MICROWAVE LINKS

## First link for the 13,000Mc Band, video and audio

**KTR-100 F**

Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

## First and only link for field-sequential color

**KTR-100 B**

Available at 6,000, 7,000 and 13,000mc bands.

This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

## New link for common carrier band, video and audio

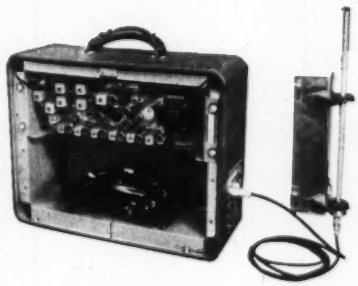
**KTR-100 E**
(6,000mc band)

Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon... another instance of Excellence in Electronics.

## Time proven for color and monochrome, video and audio

**KTR-100 A**
(7,000mc band)

In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of intallations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.



## Cuelink model ACL-3

This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.

**RAYTHEON MANUFACTURING COMPANY**

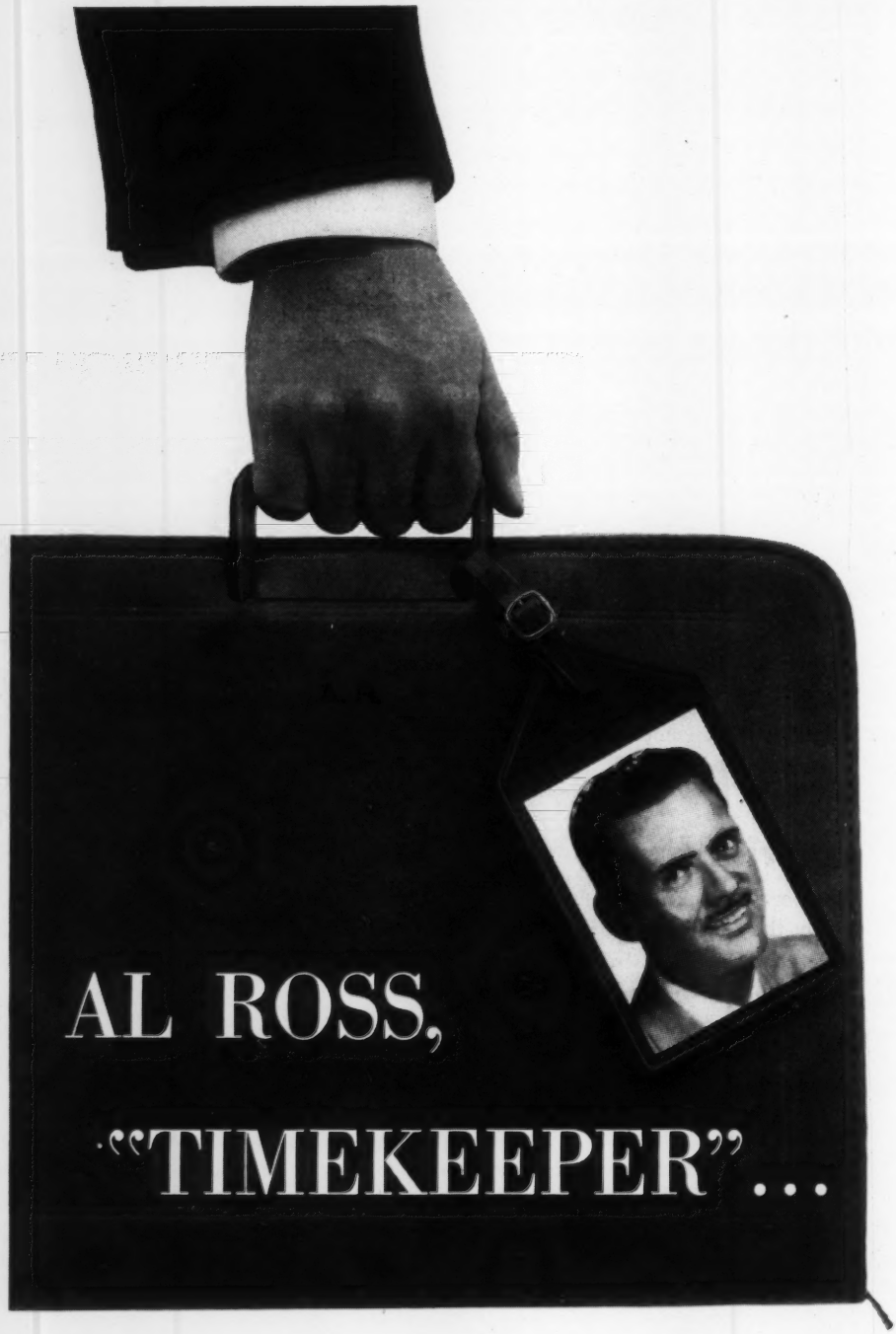
*Equipment Marketing Division*

**WALTHAM 54, MASSACHUSETTS**

RAYTHEON

*Excellence in Electronics*

# of MICROWAVE EQUIPMENT




*your personal radio salesman in Washington*

Al Ross is doing just fine in Washington. After only 2 months, he's winning new friends and sponsors and pleasing the old. The new early-morning radio show, "Your Timekeeper" on WRC 6:15-9:30 Monday through Friday, 6:15-8:00 Saturuday mornings is the brightest spot in Washington.

Al is one of the most phenomenally successful disc jockeys in the East . . . and for very good reasons. His entertainment has that personal touch. Al has a knack of selecting the hits from the current releases and picking everybody's favorite old timers. And as "Your Timekeeper" he delivers a smooth, easy blend of headline news, time checks, weather reports and sports that's just right for the early morning. The commercials get the same treatment. Al uses sound effects, recorded excerpts and several different voices to make commercials a joy to hear and a goldmine to sponsors.

For years national advertisers such as Wildroot Hair Tonic, Pall Mall Cigarettes, and Fels Naptha have been building their spot radio schedules in Baltimore around Al Ross. Now if you want a personal representative in Washington to carry your story home to America's richest mass market, Al Ross is your man. Call your NBC Spot Sales representative or

WRC NBC RADIO
IN WASHINGTON
*represented by NBC SPOT SALES*

BROADCASTING TELECASTING

September 12, 1955 Vol. 49, No. 11

# NBC, CBS AND AFFILIATES MULL NEW RADIO FORMULAS

- **NBC wants to expand 'Monitor' into weekday periods**
- **And put more nighttime shows on participation basis**
- **While asking affiliates to take a compensation cut**
- **CBS has a new 'segmentation' plan to show its members**

*RADIO NETWORK affiliates were at another income crossroads at the weekend as NBC Radio and CBS Radio confronted them with new sales and programming devices designed to offset the downward trend.*

*NBC Radio affiliates, who met last week in New York, were offered a plan to extend the lively programming of the weekend* Monitor *to daytime hours during the week, with more emphasis on appeal to women. This met expected opposition from affiliates who claimed a weekday* Monitor *would hurt local sales.*

*CBS Radio will meet with affiliates Tuesday-Wednesday in Detroit to offer its "segmentation" plan to sell name talent on evening participations.*

## WHAT NOW FOR 'MONITOR'?

WEEKS of controversy over NBC's plans for overhauling the sales format and programming techniques of its radio network were nearing a head late last week, with the principal issues to be aired—if not settled—in a general meeting of NBC officials and the affiliates last Friday in New York. (For late story on Friday session, see AT DEADLINE.)

After a Thursday meeting between NBC executives and two affiliates' committees, it was learned—authoritatively but unofficially—that NBC not only would (1) spell out plans to extend the *Monitor* sales concept and programming technique from weekend to weekday periods and (2) ask the affiliates to take a cut in network compensation [B•T, Sept. 5], but also (3) propose to expand the selling of network participations to include additional nighttime programs.

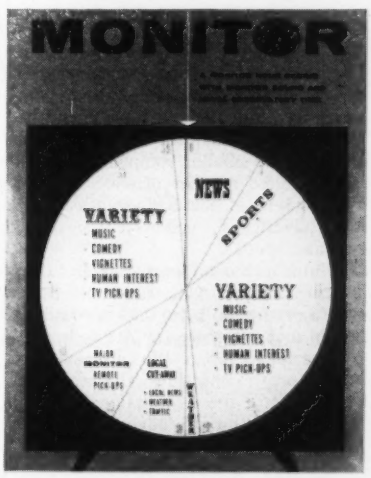
The plan to expand the *Monitor* concept remained the focal point of hallway conversation among the first of an expected 100 to 120 affiliates to arrive for the Friday session. They remained clearly divided: Some maintained that extension of *Monitor* is the "only solution," while others took opposing views that ranged in intensity from a fairly mild "It's a bad move" to spirited declarations that it would be the ruination of all radio.

The NBC plan, as understood by affiliates from discussions Thursday, encompasses extension of the weekend *Monitor* idea to the 10 a.m. to 6 p.m. Monday through Friday periods. The programming would be built around commercial shows currently in those periods, and, contrary to the thinking while the planning was in its earlier stages, soap operas would not be discontinued. The programming itself would be slanted more toward women, with greater emphasis on entertainment features than the weekend *Monitor's* "service" aspects provide. *Monitor* would be retained as a weekend service, and the weekday "program" probably would be given a different name, not yet designated.

In their Thursday sessions with affiliates' committeemen, it was understood the network officials were told that they could expect trouble in getting stations to clear the 12 noon-to-3 p.m. periods, which are station time and represent a considerable amount of money to many stations. The other periods envisioned for the weekday *Monitor* (10 a.m. to noon, and 3-6 p.m.) are network option time.

The plan reportedly would give affiliates a five-minute cut-out each hour, plus some 70-second time on the hour, the same as is provided in the weekend *Monitor*. Some affiliates indicated they would be glad to accept the plan if given, instead, a five-minute cut-out every half-hour, with a minute's time on each end. Others doubted the feasibility of this request, while still others, at the opposite extreme, held that not even this would be enough to sell them.

**CAUSE OF IT ALL**




**ALL THE EXCITEMENT** at NBC Radio these days was brought about by *Monitor*, the weekend program (a typical hour of which is illustrated here). The network wants to expand it into weekdays, but some affiliates fear it will cut into their local selling.

Those more favorably disposed toward the plan pointed out that stations generally have sold "some" additional time in *Monitor* adjacencies on weekends, that these sales have included both local and national spot advertising, and that NBC's requirement that an advertiser using *Monitor* must buy the full network "is a lot different from selling a 'network' of 20 or 30 stations."

Among opponents the objection was raised that even granting that additional local sales have been made around *Monitor* on weekends, selling weekend time and selling weekday time are different things; that yielding the full period from 10 a.m. to 6 p.m. to the network would knock out important local sales now bringing in needed revenues; and that the *Monitor* concept and its present pricing structure constitute a threat to both national spot business and local rates. Station representation firms as a whole have claimed that the whole *Monitor* plan amounts to radio's death knell.

There appeared to be less preliminary discussion of NBC's plans to ask for a reduction in compensation to affiliates, and of its plan to add nighttime programs to those in which it sells participations.

One affiliate observed flatly: "We get little enough money from the network now." Some estimated their network revenue represented as low as 5 to 10% of their totals. One ventured that 75% of his station's total revenues were derived from forenoon hours—and that perhaps 40% of the total came before 8 a.m., when the network opens up.

The exact amount of the cut to be requested in compensation for carrying network programs was not disclosed before the Friday meeting, but it was described as intended to be "competitive" with the reduction recently negotiated by CBS Radio with its own affiliates [B•T, July 4].

This was described by CBS Radio as amounting to a 20% reduction and became effective Aug. 25 for a period of one year. Some authorities have insisted that the CBS compensation cut amounts to more than 20% in some cases. Sources among NBC affiliates last week said they did not expect NBC to ask for more than a 30% reduction, if that much.

Details of the reported plan to offer additional programs for sale on a participations basis similarly were not made known generally in advance of the Friday session. It was understood, however, that NBC wished to apply this technique—which it launched some time ago on the *Fibber McGee and Molly* program—to such additional nighttime shows as *Dragnet*, *NBC Radio Theatre* (which has been known as *Lux Radio Theatre* but whose sponsorship Lux is dropping), *Great Gildersleeve*, and *One Man's Family*. This expansion presumably would be in answer to CBS Radio's new "segmentation" plan of selling evening name talent shows [B•T, Aug. 22; also see story, page 32].

Affiliates on hand for last Thursday's agenda-setting preliminary sessions with NBC were six executive committeemen and four planning committeemen. Executive committee: Robert Swezey, WDSU New Orleans, chairman; Harold Essex, WSJS Winston-Salem, secretary-treasurer; Paul W. Morency, WTIC Hartford;

## Philip Morris Drops

NBC RADIO's *Monitor*, a center of controversy among NBC affiliates (see story page 31), although its sales have surpassed the network's expectations, took a setback last week when Philip Morris decided to drop its participations after 13 weeks and at least one other advertiser, Chevrolet, was reported ready to follow suit. Reports that other *Monitor* sponsors were "wavering" could not be confirmed.

Philip Morris, getting ready to introduce its new red, white and gold package, has signed in with CBS Radio for use of that network's new "segmentation" plan of sponsorship on name-talent evening programs [B•T, Aug. 22; also see story below]. PM agency: Biow-Beirn-Toigo, New York.

Robert Hanna, WGY Schenectady; George Norton Jr., WAVE Louisville, and Richard Mason, WPTF Raleigh. Planning committee: Edwin Wheeler, WWJ Detroit; William Fay, WHAM Rochester; Walter Damm, WTMJ Milwaukee, and Jack Harris, KPRC Houston.

### DETROIT PARLEY FOR CBS

AFFILIATES of CBS Radio will hear for the first time the details of the network's new "segmentation" plan of selling name-talent evening programs when the second annual meeting of CBS Radio officials and affiliates is held in Detroit this week.

On the heels of the NBC Radio Affiliates' meeting last Friday in New York considering that network's new sales and other plans (see story above), some 200-plus CBS Radio officials and affiliates are slated to meet Tuesday and Wednesday at Detroit's Hotel Sheraton-Cadillac for presentations on network sales, programming, and promotion plans for the coming season. The "segmentation" plan of selling is to be outlined by network sales Vice President John Karol.

Key speaker for the two-day meeting is Dr. Frank Stanton, president of CBS Inc. He addresses the luncheon session Tuesday.

Charles C. Caley, WMBD Peoria, Ill., is chairman of the convention subcommittee of the CBS Radio Affiliates Assn.'s board of directors, which is headed by Kenyon Brown, KWFT Wichita Falls, Tex.

The Tuesday meeting will include a presentation of overall plans by CBS Radio President Arthur Hull Hayes, followed by Mr. Karol, network programs Vice President Howard G. Barnes, and sales promotion and advertising co-director Sherril Taylor in discussions of plans of their respective departments.

A sales promotion clinic and seminar, formerly held as a separate meeting, also will be conducted Tuesday, with Mr. Taylor and Louis Dorfsman, co-directors of sales promotion and advertising, and Murray Salberg, manager of program promotion, presenting fall program promotion campaigns.

A banquet Tuesday evening will feature a program produced by programs Vice President Barnes with comedian Jack Carson as m. c. and including a number of the network's top personalities.

Wednesday morning's agenda calls for a CBS management conference and separate seminars conducted by promotion managers of CBS Radio affiliates. These sessions will be topped by a luncheon honoring Detroit's automobile industry, to which the heads of the major car makers have been invited.



# INSURANCE FIRMS WARM TO RADIO-TV ADS

**Thiemann, president of Life Insurance Advertisers Assn., says insurance companies are evincing 'growing interest' in electronic media's advertising value. Successful use by insurance firms will be reviewed at association's annual meeting.**

THE NATION's life insurance companies are showing "growing interest" in the use of television and radio as advertising media, A. H. Thiemann, president of the Life Insurance Advertisers Assn. and second vice president of New York Life Insurance Co., told B•T last week.

Mr. Thiemann pointed out that LIAA is collecting case histories showing how life insurance companies have used radio and tv successfully and said this project will be reviewed with plans for the coming year made during LIAA's annual meeting this week in New York. LIAA plans to distribute the radio-tv case histories to all of its 425 members for their guidance in considering the use of radio and/or television advertising themselves, individually.

"The first of these [case histories] describes the experience of the Mutual Life Assurance Co. of Canada," Mr. Thiemann said in a statement prepared for B•T. "Spot tv was tried experimentally in 1954 with such satisfactory results that the program was expanded substantially in 1955. Seventeen Canadian stations are being used on the basis of three-a-week for 39 weeks."

Mr. Thiemann's statement also asserted:

"There is growing interest among life advertisers in tv and radio. Familiarity with the medium is an important obstacle and this is being overcome by a continuing series of studies being conducted by the Life Insurance Advertisers Assn.

### Few for Network

"Only a few of the larger companies might be considered possible users of network tv and radio. These companies do a sufficiently large business on a nationwide scale to enable them to use the medium economically. They are also, of course, logical users of such competitive media as mass circulation magazines. Currently Prudential is using network tv and metropolitan network radio. In the past network radio has been used by Equitable and New York Life.

"The great potential for the future appears to lie within the smaller companies doing business in a limited number of states. There are several hundred of these, and they must rely on local advertising media such as individual stations and spots.

"Life insurance is an intangible and does not lend itself readily to dramatic tv treatment showing a product in action, as is possible with appliances and automobiles. A purely auditory radio description of a life insurance policy might well prove confusing. The most effective way to overcome these limitations is the problem of the life insurance advertiser.

"All companies have had long experience with direct mail and are able to predict with surprising accuracy the results of a mailing. They are also familiar with print advertising. Experience with tv and radio is limited and some conservative companies may consider their use speculative.

"Case histories, showing how companies have used tv and radio effectively, are being collected by the Life Insurance Advertisers Assn. and distributed to its 425 members. . . .

"The Life Insurance Advertisers Assn. is having its annual meeting in New York City Sept. 14-16. At that time the program of gathering advertising case studies will be reviewed and plans made for the coming year."

The LIAA meeting is being held at the Essex House with a "blue-ribbon lineup of leaders in the life insurance profession and specialists in advertising, public relations and sales promotion" scheduled to address the sessions, according to Robert S. Kieffer, meeting chairman and assistant vice president of Metropolitan Life. Speakers include Alex F. Osborn, vice chairman of the board of BBDO; Gardner Cowles of Cowles publishing and broadcasting interests; Pierre Martineau, research director of the *Chicago Tribune*, and Walter J. Barlow, vice president of Opinion Research Corp.

# GOP MAPS BUYING FOR '56 CAMPAIGN

THE Republican National Committee during the 1952 and 1954 election campaigns got peak radio and tv audiences by pre-empting the time periods of the highest-rated shows on the networks, Carroll Newton, BBDO vice president and committee timebuyer for the two campaigns, said last week.

Addressing a closed session of the 48 chairmen of the state Republican organizations Thursday at Washington's Sheraton-Park Hotel, Mr. Newton, according to a national committee spokesman, made a "practical presentation on how, when and how much" radio-tv time their respective organizations should buy in their home states during the 1956 elections.

The state GOP chairmen were in Washington attending a Wednesday-through-Friday "Campaign School" conducted by the parent committee. They arrived Tuesday for preliminary sessions and other activities and left Friday for Denver to meet last Saturday with President Dwight Eisenhower.

Republicans were successful with radio-tv in 1952 because they "deliberately picked up audience moments" and cashed in on Gen. Eisenhower's personal appeal to listeners and viewers, the state chairmen were told. Ratings showed that radio-tv presentations by the GOP National Committee outdrew those put on by the Democrats 2 to 1, according to the spokesman, Robert Humphreys, campaign director for the national committee.

The Democrats, he said, reserved their network time periods "months" in advance in late-evening periods, while the Republicans bought time "all over the lot." Some time reserved early by the GOP was cancelled because it was not considered satisfactory later in the campaign. Besides pre-empting periods occupied by high-rated shows, the Republicans also selected time in periods of high political interest, it was noted.

The spokesman said he knew of no sponsors who objected to pre-emptions by either Democrats or Republicans, but that the Republicans on several occasions had to pay high prices for time pre-empted after talent had been assembled and the show planned.

The state chairmen were told to build up timing for radio-tv appearances "when it means the most." They should inaugurate a strong saturation plan during the last 10 days before election, Mr. Newton said. Although the state groups will not be buying national network time, their methods of buying should be pat-

ADVERTISER and station officials discuss Wynn's friction proofing (automotive) commercials on WMGM New York. L to r: Dave Fischer, vice president, Wynn Oil; Victor Seydel, vice president in charge of radio and tv, Anderson & Cairns Inc.; Sam Faust, association director in charge of sales, WMGM; Frank Roehrenbeck, assoc. director in charge of station management, WMGM; Jerome McCauley, WMGM account executive, and Ted Fischer, Wynn president.

terned after that of the national organization, he said. He said state hookups are desirable.

Although Mr. Newton did not stress television over radio, there is no question that television was the "No. 1 thing" on the minds of the state chairmen in terms of campaign media, the committee spokesman said. He emphasized that there will be tv stations in many cities in 1956 where no stations existed in 1952.

He added that, although GOP National Chairman Leonard Hall had repeatedly said GOP candidates ought to be chosen who make good impressions on tv audiences, the committee considers other expedients in using tv on behalf of a local candidate, such as using testimonials for him by other persons.

The group did not discuss radio-tv coverage at the 1956 nominating convention.

## La Rosa Switches Agencies; Plans Increased Advertising

V. LA ROSA & Sons (macaroni products and other Italian foods) has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle its advertising [CLOSED CIRCUIT, Sept. 5].

The appointment is the result of La Rosa's greatly expanded advertising schedules, Vincent S. La Rosa, vice president in charge of advertising, said.

The advertising budget for the coming year is the largest in La Rosa's history. Television use will be increased to include both television programs and tv spot announcements as well as radio spots. *Waterfront*, a half-hour film series, will continue to be sponsored on WABD (TV) New York, WCAU-TV Philadelphia and WNAC-TV Boston.

## Joice, Kemper Appointed To Top Goodkind Posts

APPOINTMENT of Clyde M. Joice as board chairman and Don H. Kemper as president were announced Wednesday by Goodkind, Joice & Morgan Inc., Chicago. Mr. Kemper heads his own advertising agency, Don H. Kemper Co., Dayton, Ohio, whose facilities will be combined with those of Goodkind, Joice & Morgan, it was reported. The two agencies will remain separate entities, however, for the present. Mr. Joice has been president of the Goodkind agency for 15 years and will continue as chief executive officer.

## Deputy Postmaster General To Join Kudner in October

CHARLES R. HOOK Jr., whose resignation as Deputy Postmaster General was announced by President Eisenhower last week, has been elected vice president and a member of the executive committee of Kudner Agency, it was announced by J. H. S. Ellis, president. Mr. Hook's duties in the Post Office Department will be terminated Oct. 1, after which he will join the agency.

MR. HOOK

Mr. Hook formerly was vice president in charge of personnel for the Chesapeake & Ohio Railroad and was the youngest member of the President's subcabinet, having been appointed in January 1953, at the age of 38.

## Warwick & Legler Named In N. Y. Delinquency Drive

WARWICK & LEGLER has been selected by New York City, with the aid of the American Assn. of Advertising Agencies' New York council, as "volunteer task-force agency" to serve in an anti-juvenile delinquency campaign being launched there.

The cooperative aid rendered the city by the council which resulted in the choice of W & L as the task-force agency was noted by Mayor Robert F. Wagner in a letter to AAAA President Frederic R. Gamble. In his letter, Mayor Wagner called the agency cooperation "an outstanding contribution and a noteworthy example of public-spirited service to New York and its citizens."

Similar letters of thanks were sent to Warwick & Legler; to the advertiser-coordinator (George E. Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Corp.), and to Paul West, president of the Assn. of National Advertisers, which nominated Mr. Mosley.

## NATHANSON, TONI CO. TO LEAVE WEISS & GELLER

### Vice president plans own agency and it's expected that Toni will move there, continuing an eight-year association.

DON PAUL NATHANSON has announced his resignation as vice president of Weiss & Geller, Chicago, effective Dec. 1, and will soon announce plans for the formation of his own agency, with several Toni products as the nucleus.

The resignation of Mr. Nathanson—and also that of the Toni Co. account—was announced Sept. 2 in a surprise joint release by Mr. Nathanson and Edward H. Weiss, president of the Chicago agency. Weiss & Geller will "terminate" the handling of such products as Deep Magic lotion, Spin Curlers, Toni home permanent, Tonette and Silver Curl home permanent also effective Dec. 1 coincident with Mr. Nathanson's departure.

Mr. Nathanson will handle those Toni products in his new agency, but declined to give any details at this time. A report that Toni billings at Weiss & Geller amounted to about $5 million, was branded by Mr. Nathanson as "ridiculous." It was learned that the sum is substantially more. It is believed that Toni spends well in excess of $15 million on advertising for products placed among four agencies, also including Leo Burnett Co., Clinton E. Frank, and Tatham-Laird Inc. A goodly share of the overall outlay is for broadcast media, with a preponderance of that in television.

Mr. Nathanson has been with Weiss & Geller since 1952 and previously was advertising manager of Toni for five years.

Weiss & Geller placed $10 million (out of about $16 million total business) in broadcast billings last year, most of it deriving from the Toni business.

## Philip Morris Increases Time on CBS Radio Shows

INCREASED use of CBS Radio by Philip Morris Inc. was announced last week with additional segmentation purchases in the network's *Tennessee Ernie Show*, *Edgar Bergen Show* and *The Bing Crosby Show* [CLOSED CIRCUIT, Aug. 29].

Philip Morris already has increased its sponsorship of *Tennessee Ernie* from three to four segments per week (Tuesday through Friday of the Mon.-Fri., 7:05-7:45 p.m. EDT program). On Oct. 2, the tobacco firm will pick up a segment of the *Edgar Bergen Show* (Sundays, 7:05-8 p.m. EDT) and on Oct. 4 will sponsor segments of *Crosby* Tuesdays and Thursdays, switching from its sponsorship of *Tennessee Ernie* those evenings but continuing with the latter program on Wednesdays and Fridays. Agency for Philip Morris is Biow-Beirn-Toigo.

## Evans Joins McCann-Erickson

JACOB A. EVANS, vice president in charge of sales, *Sponsor* magazine, effective Sept. 19 joins McCann-Erickson, New York, as an account executive on the Bulova Watch Co. account, reporting to Terrence Clyne, vice president in charge of radio and television and a member of the board.

Mr. Evans prior to the past 10 months with the magazine was associated with NBC as director of radio and promotion for eight years.

## COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 24 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Judy Garland Show," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Sept. 12-16 (5:30-6 p.m. EDT) *Howdy Doody* (also Sept. 19-23, 26-30). Participating sponsors.

Sept. 12-16 (11 a.m.-noon) *Home,* color inserts daily at 11:45 a.m.-noon (also Sept. 19-23, 26-30). Participating sponsors.

Sept. 17 (3:30-6 p.m. EDT) *NCAA Football,* U. of Miami vs. Georgia Tech. Participating.

Sept. 19 (8-9:30 p.m. EDT) *Producers Showcase,* "Our Town," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Sept. 27 (8-9 p.m. EDT) *Milton Berle Show.* Sunbeam Corp. through Perrin-Paus Co. and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

**[Note: This schedule will be corrected to press time of each issue of B•T.]**

# CAR MAKERS GEAR SPOT CAMPAIGNS

**Initial buying for new car season imminent as Chrysler, General Motors and Ford divisions feel out representatives for radio-tv availabilities.**

AUTOMOBILE manufacturers are gearing for the spirited 1955-56 new models sweepstakes by seeking choice radio-tv spot availabilities among station representatives.

Preliminary inquiries have been circulated by Chrysler's DeSoto, Dodge and Chrysler divisions, General Motors' Pontiac and Chevrolet groups and Ford Motor Co.'s Ford Div., it was learned last week. Plymouth Div. of Chrysler also was expected to go timebuying late last week.

A late-comer in the spot-seeking field is Chevrolet, which has kept strictly mum on its fall-winter spot plans.

A letter from Joseph Hartigan, senior vice president and media director of Campbell-Ewald Co., Detroit, dated Sept. 5, informed midwest and other station representative firms that "we have been authorized" to seek out availabilities for Chevrolet, presumably referring to spot radio but not specifying it as such. Allusion was made, however, to half a dozen other stations, all radio.

Chevrolet is seeking, in the period Oct. 31-Nov. 15—excluding Saturday and Sunday (on which days it sponsors a heavy saturation of five-minute newscasts on CBS Radio)—spots in "peak listening periods."

In some instances, it was reported, Chevrolet is prepared to deal directly with local stations, particularly those in small markets, rather than their respective representatives.

There was evidence that, as in past years, some automotive advertisers are putting out feelers on so-called primary and secondary station markets. But Chevrolet's bid, at least in one instance, comprised both categories, with such cities as Cleveland; Canton, Ohio; Lansing, Mich.; Springfield, Ill.; Providence, R. I., and others.

Pontiac Div. of General Motors (handled by MacManus, John & Adams, New York) reportedly is utilizing the primary-secondary procedure.

If Chevrolet, through Campbell-Ewald Co., which spent an estimated $8 million on radio-tv last season, has determined a spot tv policy, it was not apparent at week's end. Mr. Hartigan could not be reached for comment Thursday.

In some cases, among the representatives, Pontiac was represented as having curtailed some of its spot radio from last year, while Oldsmobile (handled by D. P. Brother) was reported as boosting its timebuys.

## Smith, Graff Named V. P.'s Of Fletcher D. Richards

TWO ACCOUNT supervisors, Sanford C. Smith and John T. Graff, have been named vice presidents of Fletcher D. Richards Inc., New York, Eugene I. Harrington, president of the agency, announced last week.

Mr. Smith is account supervisor for American Machine & Foundry Co. and the Sealand sporting goods accounts and has been with the agency since 1941. Mr. Graff is account supervisor of Footwear and General Products Division of the U. S. Rubber Co. account and has been with the agency since 1944.

In addition, Mr. Harrington announced the appointment of Richard Nixon as administrative assistant to the president; Mathew Cantillon to a top creative capacity, and John Devine as an account executive.

## Kraft Orange Juice Expands

EXPANSION into at least three other markets—definitely Springfield and perhaps St. Louis and Joplin, all Mo.—is planned by Kraft Foods Co. for its new Kraft chilled Florida orange juice. The company has been testing with tv in Kansas City on an experimental $10,000 spot tv campaign, using KMBC-TV as well as WDAF-TV and KCMO-TV on an initial 13-week spread. Other markets will be added next month. Kraft is airing an average of 12 spots per week on these outlets in the three-station tv market. It was previously reported Kraft would use five or six spots on only WDAF-TV and KCMO-TV [B•T, Aug. 29]. Agency is J. Walter Thompson Co., Chicago.

# Gen. Motors Expands 'Wide World' Purchase

**Picks up option on another third of NBC-TV's super series. Plans are divulged for first telecast Oct. 16.**

GENERAL MOTORS Corp., Detroit, will sponsor two-thirds of NBC-TV's *Wide Wide World* (approximately alternate Sundays, 4-5:30 p.m. NYT), starting Oct. 16, NBC President Sylvester L. Weaver Jr. said Thursday.

Mr. Weaver thus brought up to date the previous disclosure that GM had purchased a third of the series with an option for the remaining two-thirds [AT DEADLINE Aug. 1, CLOSED CIRCUIT, July 25]. The NBC president also disclosed details of plans for the second *World* telecast. The first was telecast last June.

General Motors' sponsorship is on a split-level basis, with GM divisions—United Motors, AC Spark Plug, and Guide Lamp—taking segments. This leaves one-third of the series still available to advertisers.

The Oct. 16 telecast, Mr. Weaver said, will be supervised, as was the first program, by its executive producer, Barry Wood, who is NBC's director of special events. Dave Garroway, who narrated the first program, again will assume this duty.

In the first *World* program, live pickups were made in various parts of the U. S. and in Canada and Mexico. The October program, "A Sunday in Autumn," intends to continue this camera mobility—shooting from mid-air, underwater, the deck of a boat, from a moving cable car and from the ground. Some 11 areas in the U. S. will be origination points: New York City; Gloucester, Mass.; Cleveland; Tarrytown, N. Y.; Weeki Wachee, Fla.; Dallas; San Francisco; St. Louis; Omaha; the Grand Canyon, and Lake Mead, Ariz. In all, 50 cameras will travel more than 30,000 miles.

Briefly here is the action on "A Sunday in Autumn": airborne camera shooting as U. S. Air Force plane banks over the Mississippi River at St. Louis; camera on board riverboat will show same plane and then pan to shore to pick up Negro Dixieland jazz band; camera on bank of river will pick up riverboat again; underwater camera will submerge in tropical springs at Weeki Wachee concentrating on bathing beauties; cable car camera in San Francisco will pan car then down the steep incline of Powell St.; a pickup from Grand Canyon; a pickup of the Rockettes in Radio City Music Hall, New York (said to be the dancers' first time on tv); coverage of Donald Campbell and his speedboat out to break the world's record on Lake Mead; a view of the Dallas State Fair; sequence at Tarrytown, N. Y., where camera will show autumn splendor; Gloucester, Mass., for scenes of the ocean, fishing boats and men who man the boats; a look at steel mill smoke and molten steel at Cleveland and at giant wheat threshers in Omaha.

Other *Wide Wide World* programs are planned for these dates: Oct. 30; Nov. 13 and 17; Dec. 4 and 18; Jan. 1, 1956, and Jan. 22 and 29; Feb. 12 and 19; March 4, 11 and 25; April 1, 15 and 29; May 6 and 20; June 3.

## PONTIAC WILL SPONSOR NBC-TV'S 'PROJECT 20'

PURCHASE by Pontiac Div. of General Motors Corp. of NBC-TV's *Project 20* series was announced Wednesday by Robert W. Sarnoff, executive vice president of NBC. The program, named for the Twentieth Century, will be aired at regular intervals starting in November, in prime evening time that will be pre-empted by NBC.

First program of the series will be "Nightmare in Red" to be telecast Nov. 13 (Sunday, 8-10 p.m. EST). This program is a film treatment of the story of Russia in this century. Footage was derived from 76 different foreign

and domestic sources, some from behind the Iron Curtain and some from Czarist archives.

The other shows, as yet unscheduled but already planned in the series, are "The Jazz Age," a reconstruction of the 1920's with Fred Allen as narrator and using film to cover the period from the time of the end of World War I to the market crash of 1929, and "The Rise and Fall of a Dictator," similarly dramatizing via film the story of Adolf Hitler.

Producer of the series is Henry Salomon, who made the award-winning *Victory at Sea* for NBC-TV. He is using the same production unit.

In announcing the series' sponsorship, Mr. Sarnoff said, "Only television could undertake a project of this scope and bring it into proper perspective, and NBC-TV's flexible programming and sales pattern, in particular, make it practicable."

Mr. Sarnoff said that pre-emption of prime time would assure "maximum viewership for *Project 20*, a large-scaled plan that will attempt to give Twentieth Century man a chance to take a long look at himself and the world in which he lives." Each program, he noted, will be self-contained but part of a composite "drama of our age that will, we hope, add to man's understanding of man."

Mr. Sarnoff's relationship to the project began when he was director of NBC Unit Productions that supervised the *Victory at Sea*, 26 half-hour episode film series on World War II naval operations. As a result of the series' success, Mr. Sarnoff kept the production unit intact. It has since produced *Three, Two, One —Zero*, tv story of atomic energy which was telecast last year.

Pontiac also will sponsor a full-hour dramatic program series on the network to be telecast on alternate Tuesdays (9:30-10:30 p.m. EDT), starting Oct. 4. Agency for Pontiac is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

## Spiller, White Promoted In GF's Maxwell Division

CLIFFORD SPILLER, with General Foods for the past 10 years, last week was named to the newly-created post of director of marketing for Maxwell House, GF's largest division, and George White, advertising and merchandising manager of Maxwell House for the past year, was appointed manager of operations.

Mr. Spiller, who has been general manager of GF's Walter Baker division for the last two years, will be responsible for management of the Maxwell House division's various brands (Instant Maxwell House, Sanka and Instant Sanka, and Yuban and Bliss coffees as well as regular Maxwell House), for advertising and for overall direction of all sales activities. In his new role, Mr. White will be responsible for overall direction of research, manufacturing, traffic, personnel, and the purchase of supplies other than green coffee.

## Maxwell House Saturation

THREE-WEEK saturation purchase by General Foods Corp. for Instant Maxwell House coffee on NBC-TV's *Today*, *Home* and *Tonight* programs was announced Wednesday by Matthew J. Culligan, national sales manager for the network. Benton & Bowles is the agency.

The order, described by NBC-TV "as the most concentrated yet on 'T-H-T'," includes one participation per day beginning today (Monday) on each of the three programs, for a total of 45 participations over the three-week period. Another six participations on all three programs have been ordered for scheduling in October.

## Ad Council Cites Flood Aid Response

ADVERTISERS and broadcasters were cited Friday by the Advertising Council for their part in cooperating with the Council in support of the American Red Cross flood relief emergency appeal for $10 million shortly after floods inundated parts of New England, Pennsylvania, New Jersey and New York.

A special statement was issued by T. S. Repplier, the Council's president, who noted that within 24 hours, several radio and tv network programs contributed time for emergency announcements and that only two weeks later the Red Cross met its goal.

Mr. Repplier said response was "immediate and magnificent." The public, the broadcasters and the advertisers who donated air time to the emergency "can all take pride in their achievements," he said.

Based on Nielsen ratings, Mr. Repplier said, appeals on network commercial shows alone reached a circulation of 100 million radio-tv home impressions in the first week. This circulation does not include the many local stations all over the U. S. which broadcast appeals.

By Labor Day Mr. Repplier said, the Council had to phone and wire advertisers and networks to cut off the flow of messages already scheduled for the week because the Red Cross had hit the desired total. Examples of how network commercial shows cooperated with the Council, according to Mr. Repplier:

On the first day of the appeal, BBDO teletyped copy to the West Coast for use on the *Groucho Marx Show* that night; Maxon Inc. telephoned special copy to Gillette boxing bouts in San Francisco for use the following night on NBC Radio-Tv; Esso Standard Oil sent special copy and tv slides to all stations carrying *The Esso Reporter* program; the Borden Co., General Foods, Colgate-Palmolive and other national advertisers arranged for special flood relief appeals on their network shows within 24 hours after receiving the Council's request.

Mr. Repplier said that the Council sent a special tv kit of materials to every tv station in the U. S. while the Red Cross, through its local chapters, supplied radio stations with special materials.

## Record Ad Drive Planned For Schick's New Shaver

SCHICK Inc. (electric shavers) will introduce its newest model Schick "25," named in honor of Schick's silver jubilee year, with the biggest advertising campaign in the shaver's history.

The campaign includes the co-sponsorship of *Robert Montgomery Presents* on NBC-TV, increasing by 50% the commercial time Schick has had in the past; and sponsorship of eight major NCAA football games on NBC-TV, covering 97% of all television homes, plus telecasts of five eastern regional games.

Dealers have been offered the opportunity to tie-in via television and radio ads on a 50-50 basis. Initial response by dealers and distributors has been "extraordinary," it is reported.

Kenyon & Eckhardt, New York, is agency for Schick.

### NEBRASKA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

| NEBRASKA | Total Farms | Farms With Tv | % Farms With Tv | | Total Farms | Farms With Tv | % Farms With Tv | | Total Farms | Farms With Tv | % Farms With Tv |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Adams | 1,271 | 319 | 25.1 | Furnas | 1,003 | 282 | 28.1 | Nemaha | 1,178 | 673 | 57.1 |
| Antelope | 1,758 | 309 | 17.6 | Gage | 2,274 | 862 | 37.9 | Nuckolls | 1,172 | 149 | 12.7 |
| Arthur | 107 | 1 | 0.9 | Garden | 528 | 17 | 3.2 | Otoe | 1,833 | 1,143 | 62.4 |
| Banner | 254 | 77 | 30.3 | Garfield | 371 | 8 | 2.2 | Pawnee | 1,024 | 318 | 31.1 |
| Blaine | 178 | 2 | 1.1 | Gosper | 559 | 167 | 29.9 | Perkins | 685 | 8 | 1.2 |
| Boone | 1,531 | 494 | 32.3 | Grant | 70 | — | — | Phelps | 998 | 447 | 44.8 |
| Box Butte | 707 | 12 | 1.7 | Greeley | 800 | 87 | 10.9 | Pierce | 1,491 | 461 | 30.9 |
| Boyd | 703 | 32 | 4.6 | Hall | 1,386 | 551 | 39.8 | Platte | 1,892 | 662 | 35.0 |
| Brown | 518 | 2 | 0.4 | Hamilton | 1,343 | 400 | 29.8 | Polk | 1,242 | 571 | 46.0 |
| Buffalo | 2,000 | 677 | 33.9 | Harlan | 764 | 308 | 40.3 | Red Willow | 828 | 130 | 15.7 |
| Burt | 1,321 | 941 | 71.2 | Hayes | 436 | 8 | 1.8 | Richardson | 1,562 | 714 | 45.7 |
| Butler | 1,685 | 883 | 52.4 | Hitchcock | 683 | 23 | 3.4 | Rock | 397 | 9 | 2.3 |
| Cass | 1,597 | 1,065 | 66.7 | Holt | 1,873 | 137 | 7.3 | Saline | 1,644 | 525 | 31.9 |
| Cedar | 1,948 | 1,035 | 53.1 | Hooker | 78 | — | — | Sarpy | 801 | 541 | 67.5 |
| Chase | 612 | 20 | 3.3 | Howard | 1,201 | 191 | 15.9 | Saunders | 2,203 | 1,359 | 61.7 |
| Cherry | 812 | 20 | 2.5 | Jefferson | 1,347 | 306 | 22.5 | Scotts Bluff | 1,741 | 163 | 9.4 |
| Cheyenne | 953 | 149 | 15.6 | Johnson | 1,042 | 520 | 49.9 | Seward | 1,674 | 845 | 50.5 |
| Clay | 1,079 | 272 | 25.2 | Kearney | 958 | 546 | 57.0 | Sheridan | 1,018 | 19 | 1.9 |
| Colfax | 1,313 | 635 | 48.4 | Keith | 594 | 9 | 1.5 | Sherman | 1,021 | 117 | 11.5 |
| Cuming | 1,801 | 971 | 53.9 | Keya Paha | 377 | 7 | 1.9 | Sioux | 525 | 29 | 5.5 |
| Custer | 2,625 | 214 | 8.2 | Kimball | 463 | 106 | 22.9 | Stanton | 1,150 | 561 | 48.8 |
| Dakota | 688 | 21 | 3.1 | Knox | 2,074 | 590 | 28.4 | Thayer | 1,369 | 297 | 21.7 |
| Dawson | 1,759 | 578 | 32.9 | Lancaster | 2,351 | 1,430 | 60.8 | Thomas | 123 | 5 | 4.1 |
| Deuel | 411 | 33 | 8.0 | Lincoln | 1,596 | 88 | 5.5 | Thurston | 914 | 545 | 59.6 |
| Dixon | 1,321 | 792 | 60.0 | Logan | 211 | 12 | 5.7 | Valley | 1,038 | 80 | 7.7 |
| Dodge | 1,641 | 1,238 | 75.4 | Loup | 224 | 4 | 1.8 | Washington | 1,309 | 1,026 | 78.4 |
| Douglas | 1,432 | 1,204 | 84.1 | McPherson | 166 | 7 | 4.2 | Wayne | 1,393 | 800 | 57.4 |
| Dundy | 527 | 23 | 4.4 | Madison | 1,731 | 663 | 38.3 | Webster | 1,013 | 178 | 17.6 |
| Fillmore | 1,377 | 448 | 32.5 | Merrick | 1,130 | 303 | 26.8 | Wheeler | 272 | 46 | 16.9 |
| Franklin | 908 | 203 | 22.4 | Morrill | 854 | 43 | 5.0 | York | 1,563 | 571 | 36.5 |
| Frontier | 873 | 113 | 12.9 | Nance | 890 | 201 | 22.6 | TOTAL | 100,846 | 33,661 | 33.4 |

SEALY MATTRESS Co., Northeast Division, Allston, Mass., launches a Sunday saturation campaign over WNAC-TV Boston Oct. 2 when it begins alternate sponsorship of *Waterfront* film series starring Preston Foster. From morning to night, Sealy will also use several spot announcements. Reason for Sunday promotion, according to Samuel Ross, president of Tarler & Skinner Inc., agency, is that sales records in furniture and department stores prove that Monday is one of the best sales days.

At the contract signing are: (l to r) Mr. Ross; Jerome L. Wiener, division sales manager of Sealy Mattress Co., and Nathan Herman, WNAC-TV sales executive.

## Television Impact, Programs Featured in News Magazines

RECENT issues of two national newsweekly magazines devote their covers and considerable inside space to television: *U. S. News & World Report* analyzes tv's effect on America and *Newsweek* gives a report on *$64,000 Question*.

Featured on the cover and given 15 pages inside is an article titled "What Tv Is Doing to America" in the Sept. 2 issue of *U. S. News & World Report*. The magazine states, "one thing you can be sure about tv, a giant at 10, it continues to grow like nobody's business."

The article goes into the causes and effects of tv on children, reading, education, religion, movies, sports, politics, home life, the building of a new industry and predictions of what is to come next in tv.

Three theories are listed as to what tv is doing to people. They are: Theory A, widely held by people whose professions bring them into close contact with juveniles, assumes that tv is bound to be affecting the American mind and character because it soaks up one to five hours a day that used to be spent in outdoor play, reading, talking and other forms of recreation and light work. Theory B, subscribed to by sociologists, communications economists and pollsters, holds that tv is changing the American mind and character, although nobody knows for sure just why. Theory C, endorsed by tv people themselves, is that tv is rapidly becoming "one more service" to the U. S. public.

*Newsweek*'s Sept. 5 cover pictures a tv set tuned in on *$64,000 Question*. A feature story gives the history and rapid success of the quiz show, describes contestants who have won big money, and offers a resume of quiz shows planned for this fall, hoping to cash in on *$64,000*'s popularity.

## ARB Adds 6 Western Markets, Introduces 'Overnight' Plan

EXPANSION of its telephone coincidental service to include six major western markets and the addition of a special "overnight" tv rating service there have been announced by the American Research Bureau. The new service is in addition to the standard ARB Metropolitan Report and does not replace it, ARB emphasized.

Designed as a "quick decision" implement for those in the Los Angeles, San Francisco, Seattle-Tacoma, Portland, San Diego and Denver markets, results of the "overnight" survey of quarter-hour, half-hour and one-hour segments are compiled for presentation "within a matter of hours," ARB said.

Those advertisers, agencies and stations desiring surveys for particular time segments may direct orders by phone or mail to ARB's Washington, New York or Los Angeles offices. A rate card and additional information on the new ARB service is available at all three offices.

## Pulse Opens in Los Angeles

NEW sales and service branch office has been opened in Los Angeles by Pulse Inc., New York, at 6399 Wilshire Blvd., under the direction of Edwin Cahn, previously with Avery-Knodel on the West Coast and former executive vice president of George H. Hartman Co., Chicago. Tel.: Webster 1-2412.

## Pre-Fight Time Bought

NATIONAL CARBON Co. (Eveready batteries and Prestone anti-freeze), through William Esty Co., and the Wildroot Co. (Wildroot Cream Oil), through BBDO, will sponsor two programs on ABC Radio preceding the live broadcast of Rocky Marciano-Archie Moore heavyweight championship boxing bout at Yankee Stadium Sept. 20. National Carbon will sponsor a 10-minute sports program (10:15-10:25 p.m. EDT) with Bob Finnegan, and Wildroot will sponsor news program with Charles Woods, 10:25-10:30 p.m. EDT. Broadcast of the boxing match starts at 10:30 p.m. EDT on ABC Radio.

## Viceroy Buys Collingwood

BROWN & WILLIAMSON Tobacco Co. (Viceroy cigarettes) begins sponsorship today (Monday) of CBS newsman Charles Collingwood in a new series of three news programs weekly, John Karol, vice president in charge of network sales, CBS Radio, announced Thursday.

The tobacco firm, through Ted Bates & Co., New York, will present Mr. Collingwood on Mondays, Fridays and Saturdays—first three weeks at 8:25-8:30 p.m. EDT Monday and Friday and 8-8:05 p.m. EDT on Saturdays, changing Oct. 3 to a permanent time of 9-9:05 p.m. EDT.

## Bristol-Myers Buys Football

BRISTOL-MYERS Co. (Bufferin), New York, will sponsor one-fourth of the NCAA football games on Sept. 17, Oct. 15, Nov. 19 and Nov. 26 on five NBC-TV stations in New York, Buffalo, Kansas City, San Francisco and St. Louis. In addition, on these dates Bristol-Myers has purchased a 15-minute pre-game program featuring Jim Crowley and the 35-second half station break on WRCA-TV New York. Young & Rubicam, New York, is the agency for Bristol-Myers.

## Advertising Panel Slated

ALBERT O. MEYER, manager of food marketing and premium department, Leo Burnett Co., Chicago, will join in a panel including Gene Flack, sales-advertising, Sunshine Biscuits Inc., New York, and Harry N. Gadau, vice president-advertising, Rival Packing Co., Chicago, at the Premium Advertising Conference to be held tomorrow (Tuesday) at the Sheraton-Astor Hotel, New York.

The conference, sponsored by the Premium Advertising Assn. of America, is in conjunction with the New York Premium Show, which is being held through this Thursday.

## Five Join JWT Research

J. WALTER THOMPSON Co., Chicago, has announced the addition of five members to the research department of the agency under Henry O. Whiteside, vice president. New staff members are Mrs. Rena Bishop, interviewing and testing specialist; William Doscher, account research representative; Arthur Hilgart, statistical technician; Richard Luce, assistant librarian, and Robert Medina, psychological research specialist.

## Antell Sponsors 'Backstage'

CHARLES ANTELL Inc., through Products Services Inc., starts sponsorship today (Monday) of *Hollywood Backstage* on NBC-TV (Mon.-Fri.., 10:30-11 a.m. EDT), on basis of three days (Mon., Wed. and Fri.) weekly. Program features make-up artist Ern Westmore, who will "glamorize" 25 women each week.

## LATEST RATINGS

### NIELSEN

Top 10 Television Programs
Two Weeks Ending August 13, 1955
Number of Tv Homes Reached

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | 64,000 Dollar Question (CBS) | 14,775 |
| 2 | All-Star Football Game (ABC) | 10,963 |
| 3 | Robert Montgomery (NBC) (S. C. Johnson & Son) | 9,890 |
| 4 | Disneyland (ABC) | 9,875 |
| 5 | Toast of the Town (CBS) | 9,199 |
| 6 | Lux Theatre (NBC) | 9,184 |
| 7 | Robert Montgomery (Warner) (NBC) | 8,845 |
| 8 | Climax (CBS) | 8,755 |
| 9 | Dragnet (NBC) | 8,468 |
| 10 | Colgate Variety Hour (NBC) | 8,174 |

Per Cent of Tv Homes Reached
Program Station Basis

| Rank | Program | Homes % |
|---|---|---|
| 1 | 64,000 Dollar Question (CBS) | 44.8 |
| 2 | Allstar Football Game (ABC) | 34.1 |
| 3 | Robert Montgomery (NBC) (S. C. Johnson & Son) | 30.3 |
| 4 | Disneyland (ABC) | 29.7 |
| 5 | Lux Theatre (NBC) | 29.0 |
| 6 | Toast of the Town (CBS) | 27.8 |
| 7 | Climax (CBS) | 27.6 |
| 8 | Robert Montgomery (Warner) (NBC) | 27.1 |
| 9 | Wednesday Night Fights (ABC) | 26.9 |
| 10 | Dragnet (NBC) | 25.3 |

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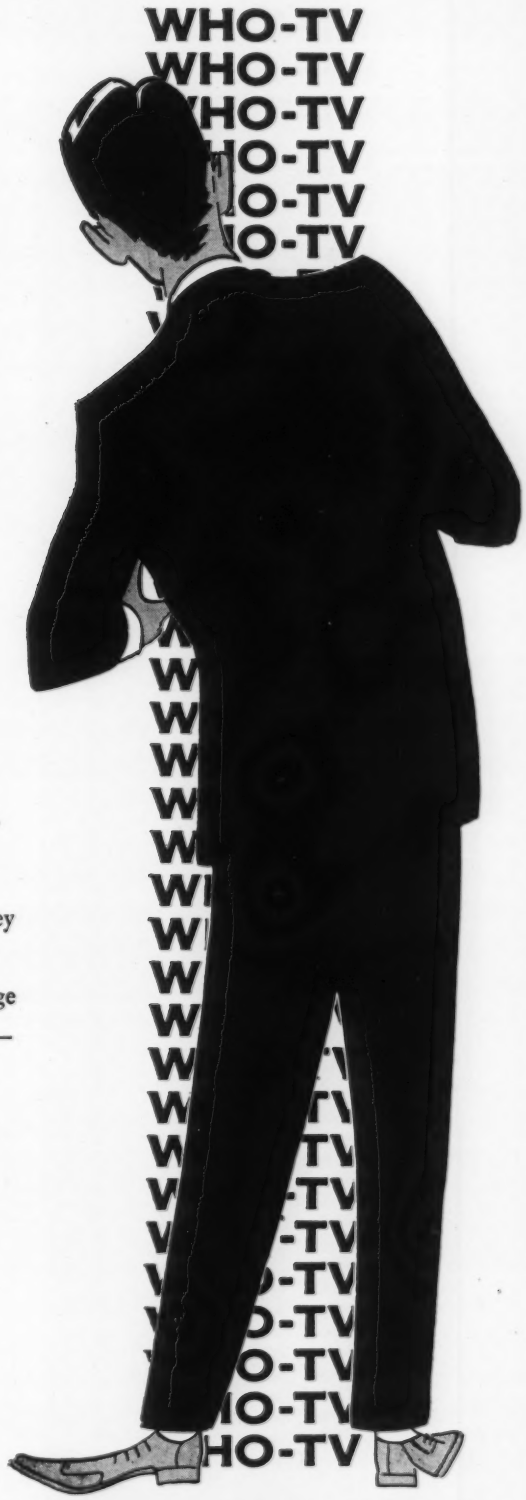
# The facts behind WHO-TV!




WE could write a book about the facts behind WHO-TV—but from an advertising view-point, it boils down to this.

As of March, 1954, the Iowa Radio-Television Audience Survey showed that 56 out of every 100 Iowa families owned television sets. Today we estimate that WHO-TV's coverage area in Central Iowa has well over 300,000 television sets—viewed by 566,300 city people, 545,100 rural people.

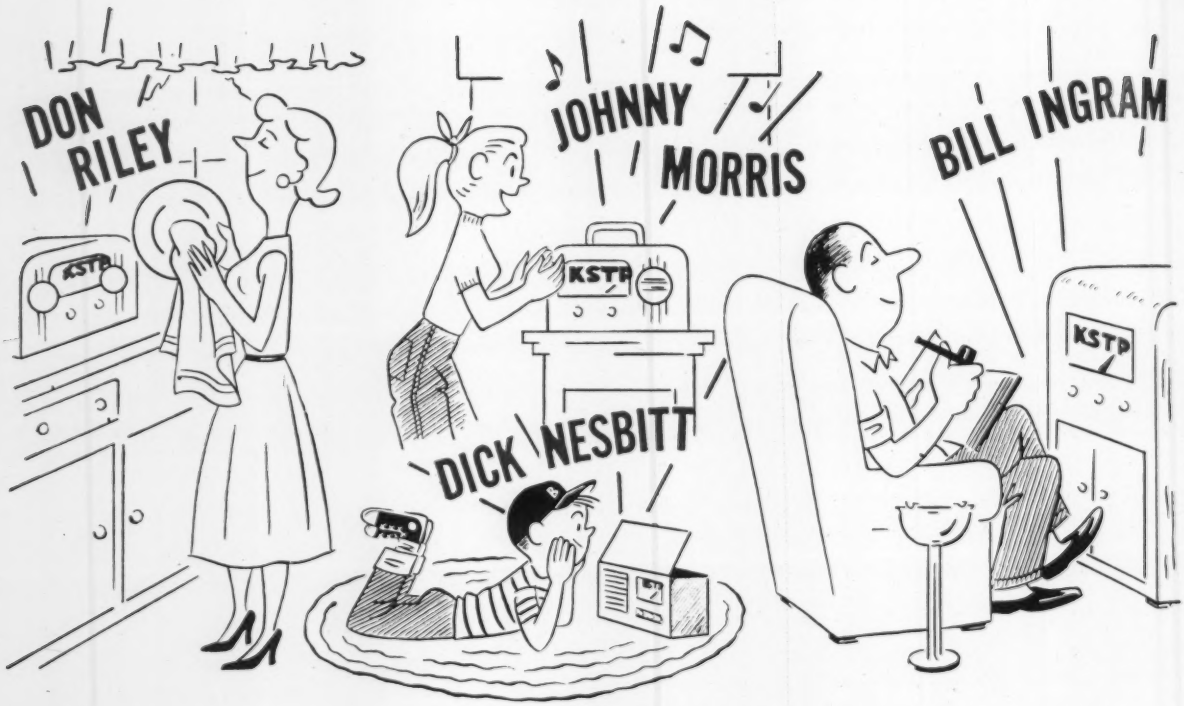
Ask your Free & Peters Colonel for all the WHO-TV facts.

**WHO-TV**

**Channel 13 • Des Moines**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
*National Representatives*

NBC Affiliate




# The Northwest's TOP PERSONALITIES sell for *you* on KSTP Radio!

Bill Ingram, Bee Baxter, George Grim, Johnny Morris—these are famous names in the great Northwest.

These and many other top KSTP stars are available to sell for *you* on KSTP Radio. Your message is presented by a favorite personality—a familiar voice that adds selling impact and believability to each announcement—and builds sales for *you*. Only KSTP offers you this hard-selling combination: your choice of one of the Northwest's favorite performers to *sell* your story, plus a realistically priced package-rate plan to enable you to do an *effective* and *economical* selling job in this vital market of 850,000 radio homes and FOUR BILLION DOLLARS in spendable income.

**KSTP Radio**

50,000 WATTS

**MINNEAPOLIS • ST. PAUL** ***Basic NBC Affiliate***

"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

## Bulova's Pocket-Size Radio

BULOVA WATCH Co.'s new fall line includes what is described as the smallest and lightest all-transistor portable pocket-size radio on the market. It weighs 12 ounces and measures 3x5x 1½ inches. Dealer advertising will be used.

### SPOT NEW BUSINESS

**Liggett & Myers Tobacco Co.** (Chesterfield cigarettes), N. Y., buying radio announcement campaign using early morning and late evening spots, effective Sept. 26 for 52 weeks. Agency: Lennen & Newell, N. Y.

### NETWORK NEW BUSINESS

**Armstrong Cork Co.** will sponsor new hour-long *Armstrong Circle Theatre* on NBC-TV (alternate Tues., 9:30-10:30 p.m.), effective Sept. 27. Advertiser had underwritten program in half-hour version for past five years. New series will be produced live and with John Cameron Swayze acting as host. Talent Assoc. will produce program. Agency: BBDO, N. Y.

**Western Union Telegraph Co.,** N. Y., **Procter & Gamble Co.** (Shasta), Cincinnati, and **American Home Products Corp.** (Anacin, Neet), N. Y., will sponsor *Down You Go* on ABC-TV (Thurs., 9:30-10 p.m. EDT), effective Sept. 15. Agencies: Albert Frank-Guenther Law, N. Y. (W. U.); Biow-Beirn-Toigo, N. Y. (P&G, American Home).

### NETWORK RENEWALS

**P. Lorillard Co.** (Old Gold cigarettes), N. Y., renews *Two for the Money* on CBS Radio for 52 weeks effective Oct. 2. Show has moved to new time, Sun., 8:30-9 p.m., effective yesterday.

## How to Avoid a 'Goof'

A SALES failure—or "goof," as it is now described along ad row—can teach others what to avoid in future selling. With this in mind, Grey Advertising Agency, New York, which distributes *Grey Matter* to national advertisers, asked clients' most successful salesmen to tell about their "goofs" and what lessons they learned from them.

The "survey" resulted in these "universal" conclusions:

1. The salesman who underestimates his prospect's native intelligence.
2. The over-confident salesman who believes the client needs him.
3. The relaxed salesman who didn't pitch the full sales story—just wanted quick orders.
4. The salesman who wasn't a diplomat —wanted to sock instead of sell a rough client.
5. The salesman who didn't understand the client's special retail problem and tried to sell him with the routine pitch.
6. The salesman who talked hobbies with prospects when he should have given them the business.
7. The salesman who couldn't button his mouth. Out-talked and exhausted prospects.
8. There was more I than you in salesman's pitch.
9. The actor-salesman who just memorized his selling tips.
10. The salesman who has no faith in his product, in himself—blows up sales approach until it explodes.

Tv version will continue to be presented on CBS-TV Sats., 9-9:30 p.m. Agency: Lennen & Newell, N. Y.

### AGENCY APPOINTMENTS

**Frank Fehr Brewing Co.** (X. L., Liquid Gold beers), Louisville, Ky., appoints John W. Shaw Adv., Chicago. Radio-tv probably will be used.

**American Medical Assn.,** Chicago, appoints Bozell & Jacobs, Omaha.

**Carter Oil Co.** (petroleum products) Tulsa, Okla., appoints McCann-Erickson, N. Y., to handle its advertising. Radio-tv probably will be used.

**Douglas Labs Corp.** (Coppertone suntan products), Miami, has appointed Grant Adv., same city. Palmer Tyler, account supervisor, and John M. Stoddart, account executive, will handle account. Jack Bailhe, Grant public relations vice president, will direct promotional activities from N. Y.

**Quality Chekd Dairy Products Assn.** (trade association), Chicago, has appointed U. S. Adv. Corp. (formerly Ewell & Thurber), same city. Ed Coombes is account executive.

**Rochester Can Co.,** Rochester, N. Y., has appointed Hutchins Adv. Co., same city. William C. Wygant is account executive.

**Von's Grocery Co.** (Southern California 22-supermarket chain) has appointed Dan B. Miner Co., L. A. Radio will be used.

**Franks Fehr Brewing Co.,** Louisville, Ky., has appointed John W. Shaw Adv. Inc., Chicago.

**Anthony Abraham Chevrolet Corp.,** Silver Spring, Md., appoints House & Gerstin Agency, Washington. Evan Sax is account executive. Tv will be used.

**Trunz Inc.** (72 neighborhood meat shops), Brooklyn, N. Y., names Weiss & Geller, N. Y. Radio will be used.

**Research for Better Living Inc.,** N. Y., and **Berko Electric Mfg. Corp.** (heating equipment), Queens Village, N. Y., have appointed Wexton Co., N. Y. Former will use tv in campaign for T-W-O, new reducing aid.

**Medaglia D'Oro,** Espresso coffee, div. of S. A. Schonbrunn & Co., N. Y., has named David J. Mahoney Inc., N. Y., for all English language advertising.

**Pepperidge Farm Inc., N. Y.,** has named Ogilvy, Benson & Mather, N. Y., to handle advertising for full line of products. Kenyon & Eckhardt, N. Y., currently handling account, announced it had resigned account effective Nov. 1, when new agency takes over.

### AGENCY RESIGNATIONS

**Gardner Adv. Co.,** St. Louis, has resigned account of Trenton Foods Inc. (Dinner Time pot pies), Kansas City.

### RESEARCH SHORTS

**Marketscope Research Co.,** Newark, N. J., has acquired Jacqueline Bennett Interviewing Service (field interviewing organization), same city. It will operate as Marketscope adjunct with no personnel changes planned.

### AGENCY SHORTS

**Dan Lawrence Co.,** San Diego, Calif., has set up new division, Dan Lawrence Productions, to handle production of agency's radio-tv programs for various accounts. Division is under supervision of Dick Boynton, announcer, who presently does shows for Lawrence clients on KGB, KCBQ and KFSD-TV there.

**Honig-Cooper Co.,** Seattle, has moved to Tower Bldg., 7th and Olive; telephone: Main 1801.

### A&A PEOPLE

**Lloyd G. Whitebrook,** president, Whitebrook Co., N. Y., to Kastor, Farrell, Chesley & Clifford Inc., same city, as vice president, director and executive committee member.

MR. WHITEBROOK

**Sanford D. Buchsbaum,** formerly with Kiesewetter, Baker, Hagedorn & Smith Inc., N. Y., to E. T. Howard Co. same city, as account executive.

**George O. Tong,** 44, vice president in charge of sales and advertising, Green Giant Co. (canned foods), Le Sueur, Minn., died of heart attack Sept. 5.

**Parmelee Lyman,** Lennen & Newell, N. Y., appointed vice president.

**Phelps Johnston,** vice president, Campbell-Mithun Inc., Minneapolis, and **Bowman Kreer,** appointed co-managers of Chicago office.

**Stanley H. Oshan** appointed vice president in charge of sales, Milko Cone & Baking Co. (confectionery products), Chicago.

**George Gilbert,** advertising manager, Sears, Roebuck, N. Y., to Wexton Co., N. Y., as account supervisor in charge of photographic accounts.

**Richard C. Butler,** client service executive, A. C. Nielsen Co., promoted to account executive, radio-tv div., N. Y.

**Henry H. Rich** to Fensholt Adv. Agency, Chicago, as account executive.

**Jack E. Fuir,** formerly research analyst, N. W. Ayer & Son, Phila., to John T. Hall & Co., same city, as research director.

**James Orgill,** formerly radio-tv-film director, Community Chests of America, to public relations dept., Pan-American Coffee Bureau, N. Y., in charge of radio, tv and films.

**William L. Rhode,** advertising manager, National Airlines, Miami, to Geyer Adv., N. Y., as copywriter.

**John S. Ross Jr.** to production dept., N. W. Ayer & Son, Phila.; **Joel M. Le Bow** to art staff, Ayer radio-tv dept., N. Y.; **Robert E. Kane,** Biow-Beirn-Toigo, N. Y., and **Don E. Hopkins** to public relations staff, N. Y.

**Ralph H. Lewis** to publicity dept., Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

**Millard S. Stone,** 66, former advertising manager, Quaker Oats Co., Chicago, and with firm 34 years before retirement two years ago, died of heart ailment Aug. 29.

## Advisory Committee Named by Guild Films

**Group formed as part of company's expansion program with Ford Foundation's McDaniel as head. Guild also reports billings up more than 50% over last year.**

FORMATION of an advisory committee on new business and corporate expansion of Guild Films Co. and appointment of Joseph M. McDaniel Jr., secretary of the Ford Foundation, to head the group, were announced last week.

At the same time, it was reported that the firm's billings for the past nine months were about 50% greater than in the full 12 months of the preceding year.

According to Guild Films, the advisory committee was formed as part of the company's expansion program and follows the setting up of a special department to produce tv commercials. Another phase of the expansion was creation of a European sales department.

On the committee, Mr. McDaniel, also a board member of Goldblatt Bros., Chicago, as well as of Sayre-Fisher Co., and board chairman of First Development Corp. of Puerto Rico, will serve with David Van Alstyne, member of the New York Stock Exchange; Reub Kaufman, Guild Films president, and Aaron Katz, treasurer of Guild Films.

Mr. Kaufman, in presenting the company's financial strength, reported that sales for the nine-month period cited were up by about 20% over the 12 months preceding. He said that as of Aug. 31, Guild Films had on hand $5,785,000 in unbilled gross contracts compared to $2,164,960 on the same date a year ago. Net capital surplus of the company grew to $1,403,000 compared to $1,124,000 on Nov. 30, 1954, the end of the company's last fiscal year.

## 100 Exclusive Features Purchased by Cinema-Vue

EXCLUSIVE tv distribution rights in the U. S. and territories to more than 100 major feature films, produced at a cost of more than $15 million, have been obtained by Cinema-Vue Corp. in an agreement with American-British Tv Movies Inc.

At the same time, Joseph P. Smith, Cinema-Vue president, announced another agreement with Nathan Kramer, president of Clift Tv Films Inc., for 31 additional features, including four Alexander Korda films made in 1953-54.

The American-British package is of late vintage—many produced this year and in the past two years, and a number new to tv, Mr. Smith said.

The Korda films acquired are "The Elusive Pimpernel" (1953), starring David Niven and Margaret Leighton and in technicolor; "Mr. Denning Drives North" (1954), with John Mills, Phyllis Calvert and Sam Wanamaker; "Home At Seven" (1954), starring Ralph Richardson and Miss Leighton, and "The Holly and the Ivy" (1954), with Mr. Richardson, Celia Johnson and Miss Leighton.

According to Mr. Smith, the aggregate production cost of the diversified films (they include comedies, adventures, mysteries, musicals, etc.) if duplicated in Hollywood would run upward of $40 million. A number of the moving pictures attained box office success in the U. S., he said, citing among others "The Holly and the Ivy," "Scotch on the Rocks," "Edge of Divorce," "40,000 Horsemen," "Brandy for the Parson" and "No Orchids for Miss Blandish."

ROBERT W. FRIEDHEIM (l), vice president and general manager, Ziv Television Programs Inc., says goodbye to Broderick Crawford, star of Ziv's *Highway Patrol*, as Mr. Crawford prepares to return to the West Coast after discussions about the tv series. The new show is based on experiences of highway patrol officers in all 48 states and is being offered for local sponsorship. Many of the scenes are filmed during actual police activities.

## Ziv Claims Top Ratings Against Network Programs

A CLAIM to the capture of top rating spots in various cities by syndicated tv film sponsored on a national spot, regional or local basis as against national network programs was issued last week by Ziv Television Program's research department.

After a study of various markets, the department said it found that the syndicated programs delivered "consistently large and profitable audiences" and also the higher ratings.

Cited by Ziv were results of the three-month survey which it said showed that in the Seattle-Tacoma area on Thursday nights (January, February and March) Ziv's film program, *Meet Corliss Archer* outrated the network program, *Climax*, by 7.9, and in the Omaha area, *Mr. District Attorney*, another Ziv show, topped other programs, during a seven-day period, including highly-rated network shows. Equal success was cited for *I Led Three Lives* in Omaha; *Cisco Kid* on Sunday nights in Cincinnati; the same film in Detroit area from last December through last March; the same film in Baltimore, and *Boston Blackie* already on its fourth run on WCAU-TV Philadelphia.

## Phillips Petroleum Plans Expansion of 'Three Lives'

ADVANCE signing by Phillips Petroleum for a year's renewal and a planned market expansion of *I Led Three Lives* tv series was reported last week by Ziv Television Programs. According to Ziv, Phillips renewed the series six months in advance.

Phillips originally bought the show two years ago for 21 markets. Its market lineup today totals 36 and current plans are to boost this to 70 cities.

Ziv reported production already has been started at the company's Hollywood studios for the third-year series of *Lives*. Richard Carlson, the star, recently signed a 10-year, $2,275,000 contract with Ziv.

For the first few weeks of this year's sales campaign, renewals for the series have been set for 67 markets, according to Ziv, which reported that for its first two years *Lives* ran in more than 200 markets. Other third-year renewals include Narragansett Brewing Co. for Boston; Pfeiffer Brewing for Detroit (co-sponsor: Household Finance) and for South Bend, Ind.; Adolf Coors Brewing for Roswell, N. M., and Burger Brewery for Huntington, W. Va. Seven station renewals also were reported.

## Quarter-Million Adv. Budget Set by Interstate Television

A $250,000 BUDGET has been allocated by Interstate Television Corp. for advertising during the next 12 months, President G. Ralph Branton announced at the company's national sales meeting in New York last week.

'This expenditure," Mr. Branton said, "represents by far our most ambitious advertising program to date. It is in keeping with the expansion plans of our television company."

Lloyd Lind, general sales manager, who presided over the meeting, announced that to date *The Little Rascals* package has been sold in 110 major markets. Mr. Lind also reported that merchandising for the show also was underway.

ITC's vice president, Lloyd Lind, told the national sales meeting Thursday at the Warwick Hotel, that the company had acquired 32 western features boosting the company's total of westerns being distributed to 115. All of the new films were produced after 1950, he said, and thus cannot be shown on tv until the first of the year.

In its expansion plans, Mr. Lind said ITC will add four division managers to the present seven on the staff and set up an office in Toronto to serve the Canadian tv market.

G. Ralph Branton, president of Interstate, revealed at the sales meeting that a minimum of six top series will be signed for a first run syndication during the next 12 months.

Interstate now is distributing 139 motion picture features and also these series: *The Little Rascals, The Hans Christian Andersons, The Ethel Barrymore Theatre, Popular Science* subjects, *Adventure Album* and *The Adventures of Blinky*. *Popular, Album* and *Blinky* are in color.

## New Studios for 'Dragnet'

NBC-TV's *Dragnet* moves to new production quarters next November at Republic Studios in Hollywood where a $250,000 building is being erected to house the production and administrative personnel of Mark VII Ltd. (star Jack Webb's own organization). Filming of the remaining 55 shows in the *Dragnet* series is expected to be resumed with completion of the building. Mr. Webb, president and producer of Mark VII and director-star of *Dragnet*, plans to do another full length movie on this property. (Current movie is "Pete Kelly's Blues.")

## Ziv Sets Sales Record

AUGUST sales broke the record for monthly volume for Ziv Television Programs Inc., which last week reported extensive sales including purchases for multiple markets of *Highway Patrol*, starring Broderick Crawford; renewals of *I Led Three Lives* (see separate story), and many regional sales of such other properties as *Mr. District Attorney, Cisco Kid, Science Fiction Theatre, Favorite Story* and *Corliss Archer*.

Pulling the rug out from under the established concepts and preconceived ideas of advertising is healthy exercise for any agency. And it's surprising (*or maybe it isn't*) how often it results in better advertising for that agency's clients.

**Young & Rubicam, Inc.**

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • London

# now, 3rd series
# is ready to
# a great show

# ...of BADGE 714
# ...prove again...
# ...stays great!

In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a *great* show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual *Billboard* Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

Great entertainment for audiences and great selling for advertisers – that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for *you*. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone

# NBC FILM DIVISION

Serving *All* Sponsors... Serving *All* Stations

30 Rockefeller Plaza, N. Y. 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif.

*Nielsen Television Index—September, 1954-May, 1955

## Ullman Sales Announced

RICHARD H. ULLMAN Inc., Buffalo, N. Y., and Miami, Fla., has announced the sale of *Watch the Birdie*, animated film quiz, to Campbell-Mithun Adv. (Malt-o-Meal corn flakes) for KPIX (TV) San Francisco; CKLW-TV Windsor-Detroit; WBKB (TV) Chicago, and WNBK (TV) Cleveland, and to The Caples Co. (Thorobred dog food and Quality Bakers of America) for KRCA (TV) Los Angeles and WTAR-TV Norfolk, Va., respectively. Other markets also sold, the firm reports, include: KZTV (TV) Reno, Nev.; WEEK-TV Peoria, Ill.; WOC-TV Davenport, Iowa; WCCO-TV Minneapolis; WTPA (TV) Harrisburg, Pa., and KCCC-TV Sacramento.

### FILM SALES

**INS-INP Tv Dept.,** N. Y., has sold daily newsfilm service to WXEX-TV Petersburg, Va., and KQKW-TV, closed-circuit operation in Moab, Utah; *This Week in Sports* to WHO-TV Des Moines, Iowa, through Campbell-Mithun Inc., Minneapolis, and WIBW-TV Topeka, Kan.; *Weekly News Review* to KVOS-TV Bellingham, Wash., through Bozell & Jacobs Inc., Omaha.

**Sportsvision Inc.,** Chicago, has sold *Big Ten Highlights* to Naph-Sol Refining Co. (Zephyr gasoline) for showing on WOOD-TV Grand Rapids and WKZO-TV Kalamazoo, Mich., and *All American Game of Week* to firm for WFRV-TV Green Bay, Wis. Sportsvision also has sold *Highlights* to Michigan Mutual Automobile Insurance Co. for WPBN-TV Traverse City, Mich., and *Adventures of Danny Dee*, children's fantasy series featuring Ray Doty, to WGN-TV Chicago. *Dee* was originally carried live on DuMont Tv Network.

**El Producto Cigars,** through Norman, Craig & Kummel Inc., N. Y., buys *Madison Square Garden Show* (Winik Films' series) for showing on WPTZ (TV) Philadelphia and WBZ-TV Boston for 26 weeks, starting first week in November. El Producto also holds option on five additional major markets to be placed before November start of new series.

**KUTV (TV)** Salt Lake City has purchased nine half-hour film series: *Life With Elizabeth, Frankie Laine Show, Conrad Nagel Theatre* and *Florian Zabach Show* from Guild Films Co., N. Y.; *All-Star Theatre* and *Jungle Jim* from Screen Gems, N. Y.; *Uncommon Valor* from General Teleradio, N. Y.; *The Playhouse* from ABC Film Syndication, N. Y., and *I'm the Law* from MCA-TV Ltd., N. Y. *Valor* has been sold to Utah Pipe & Concrete, through Jarman & Skaggs Adv., Salt Lake City, and *Playhouse* to Standard Furniture Co., same city, through Hoggan & Hall, that city.

**Associated Artists Productions,** N. Y., has sold 111 Hollywood feature films, 38 westerns, 12 Sherlock Holmes productions, 100 quarter-hour and 89 half-hour *Candid Camera* episodes, 39 half-hour *Johnny Jupiter* productions, 11 feature pictures in "Hall of Fame Classics" package, three serials and 16 musical shorts featuring jazz bands to KDAL-TV Duluth, Minn.

**Ziv Television Programs,** N. Y., has sold new *Highway Patrol* film series in more than 115 markets, with "substantial" regional sales to Ballantine beer, Lion Oil, Pfeiffer Brewing and Wiedemann Brewing Co.

**Flamingo Films,** N. Y., has sold $100,000 film package to KCOP (TV) Los Angeles for sponsorship by Western Home Furniture Co., L. A., involving 39 films in Flamingo's new half-hour *Stars of Grand Ole Opry* series.

## Queen Honors Tv Actor

QUEEN ELIZABETH II awarded a citation for bravery to British actor Archie Duncan, featured as Little John in *The Adventures of Robin Hood* on CBS-TV, for heroism during the production of the series. Mr. Duncan was leading a horse and cart when rattling of the props in the back frightened the animal, causing it to bolt straight for a crowd watching the scene. Mr. Duncan hurled himself on the horse's neck and succeeded in bringing it to a halt. Mr. Duncan suffered a badly injured knee and was hospitalized but is expected to resume his role shortly.

**MCA-TV Ltd.,** N.Y., has sold *Dr. Hudson's Secret Journal* to Bowman Biscuit Co., Denver, for showing in 16 markets in Tex., Colo., Wyo. and N. M., starting Sept. 19. Series, featuring John Howard, is ready for showing on or before Oct. 15 on 94 stations. Bowman agency: Ball & Davidson, Denver.

### FILM PRODUCTION

**Scott Henderson Television Enterprises,** Tucson, Ariz., is filming half-hour color documentary, "The Trek of the Seven Sisters," for St. Mary's Hospital there to celebrate institution's 75th anniversary. Film depicts journey of seven nuns who walked across Great American Desert to set up hospital. Producer is Scott Henderson with writing, directing and photography being handled by Peter O'Crotty.

**Reela Films,** Miami, has completed "Paths of Man," 13½-minute Eastman color sound film, for Reuben H. Donnelley Corp. (city guide div.), N. Y. Film will be shown over tv stations and to schools and public gatherings to familiarize persons with benefits of city guides.

**Transfilm Inc.,** N. Y., has completed filming Miss Rheingold 1956 election spot announcements ordered by Foote, Cone & Belding, N. Y., on behalf of Rheingold Brewing Co., L. A. Announcements run four and one-half minutes each and introduce six contestants, Guy Lombardo and Jinx Falkenburg.

**Animated Productions Inc.,** N. Y., has announced production of one one-minute and one 20-second spot for Coty Inc. (Coty 24 lipstick). N. Y. Agency: Franklin Bruck Adv., N. Y.

**United World Films Inc.,** Hollywood, has announced production of tv spots for Coca-Cola Co., N. Y., through D'Arcy Adv., N. Y.; Spic & Span cleanser and Joy liquid soap (Procter & Gamble Co., Cincinnati), through Biow-Beirn-Toigo, N. Y., and Leo Burnett Co., Chicago, respectively; Philip Morris and Marlboro cigarettes (Philip Morris & Co., N. Y.), through Biow-Beirn-Toigo and Leo Burnett Co. respectively; Lux soap (Lever Bros., N. Y.), through J. Walter Thompson Co., N. Y.; Du Pont anti-freeze (E. I. Du Pont de Nemours & Co., Wilmington, Del.), through BBDO, N. Y.; Campbell Soup Co., Camden, N. J., through Leo Burnett Co.; Toni Soft Touch home permanent (Toni Co., Chicago), through Leo Burnett.

**Storyboard Inc.,** Hollywood, is producing new series of animated spots for AC Spark Plug Div. of General Motors, through D. P. Brother & Co., Detroit; R. G. Dun Cigars, through W. B. Doner & Co., Detroit, and Carling's Black Label beer, through Lang, Fisher & Stashower, Cleveland, and one color commercial for Green Giant Peas, through Leo Burnett Co., Chicago, and eighth spot in series for Bank of America's Timeplan, through Charles R. Stuart Adv., S. F. Commercials will be directed by Arnold Gillespie and Stan Walsh under supervision of John Hubley, Storyboard president.

**Animated Productions Inc.,** N. Y., is filming three 45-second live-action and stylized animation tv commercials for Pressman Toy Corp., N. Y., for use in 15 markets for Christmas toy buying season. Agency: Ehrlich, Neuwirth & Sobo, N. Y.

### FILM DISTRIBUTION

**Flying A Productions,** Hollywood, has acquired tv film rights to "King of the Royal Mounted" newspaper comic strip. Filming of first group of six programs begins this month. Acquisition marks firm's first departure from western series to adventure, it is reported.

**Alexander Film Co.,** Colorado Springs, Colo., has available to bakers fully-animated, eight-film series of 60-second tv commercials. Series is available on unlimited time use basis with exclusive market rights. Films will be personalized to show bakers' wrappers, end labels, etc., and audio portion will be personalized to bakers' orders.

### RANDOM SHOTS

**ATV Film Productions,** N. Y., has moved executive offices and editing dept. to studios at 35-01 Northern Blvd., Long Island City, N. Y.

**Champion Enterprises Inc.,** Sacramento, Calif., formed by dance team Marge and Gower Champion as production company in television (film and live), motion pictures and allied activities in entertainment field.

**Gene Lester,** Hollywood tv film shorts producer, is reactivating his production company with first of new series to be titled "Hot From Hollywood," featuring Abbott & Costello, Jon Hall and Linda Danso.

### FILM PEOPLE

**William Castle,** film director, signed to long-term contract by Ziv Television Programs, N. Y.

**Arthur Babbitt** to Storyboard Inc. (tv film commercials), Hollywood, as director.

**Virgil N. Price,** formerly Minneapolis branch manager, Ideal Pictures Inc., named Chicago branch manager, assisted by wife, **Lillian.**

**Carroll Bagley** and **Kirk Torney** have been transferred to sales force of film syndication div. of MCA-TV Ltd., N. Y.; **John B. Dalton,** N. Y. office, transfers to div.'s Phila. headquarters; **William Connelly,** former account executive, WENS (TV) Pittsburgh, to Pittsburgh sales staff.

**Dore Langdon,** lyricist and nightclub and stage comedy writer, to story dept., United Productions of America, Burbank, Calif., and will handle script for *Dusty and the Circus,* four-minute weekly sequence of UPA's new CBS-TV program.

**Louis Jourdan,** motion picture actor, signed to multiple telefilm contract by Screen Gems Inc., Hollywood.

**Dan Indjiam,** editorial dept., Audio Productions, N. Y., to editorial dept., George Blake Enterprises Inc. (tv film producers), N. Y.

# KOIN-TV

## "HIGH MAN on the TOTEM POLE"

## in the Portland, Oregon Market

### TOP COVERAGE....

Exclusive coverage of the full 30-county Portland Market with KOIN-TV's highest tower, maximum power.

### TOP RATINGS....

KOIN-TV has 80% of the top shows—weekly, multiweekly . . . 63% more average audience than Station B, 115% more than Station C.*

### TOP VALUE....

Lowest cost per viewer any way you figure it . . . in coverage, in audience delivered morning, afternoon, night.

*June 1955 Portland ARB

# KOIN-TV

## CHANNEL 6

**PORTLAND, OREGON**

THE **BIG** MR. SIX IN THE WEST

**REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES**

# NARTB LAUNCHES CONDENSED SCHEDULE OF REGIONAL MEETINGS NEXT MONDAY

**Chicago will be locale of opener. Association trims expense and traveling time by slating eight bigger sessions to replace the separate meetings held in past years for the 17 NARTB districts.**

A SERIES of eight regional conventions, programmed on a panel and workshop basis for station management, will open in Chicago next Monday as NARTB holds its annual series of autumn meetings.

For the first time the nationwide schedule will be built around areas larger than the 17 separate NARTB districts, permitting three-day meetings led by a nine-man crew from Washington headquarters. In the past the 17 meetings have been two-day affairs, requiring 2½ months of continuous traveling by NARTB personnel.

These regional gatherings will include practical operating sessions beyond the scope of the annual NARTB conventions. Specialists in sales, engineering, labor relations, management, news, farm broadcasting and programming will be supported by the association's own executives. President Harold E. Fellows will lead the headquarters crew around the circuit.

Two meetings are scheduled for the opening week — Chicago (Edgewater Beach Hotel), Monday through Wednesday; Saranac Lake, N. Y. (Saranac Inn), Thursday through Saturday. The full headquarters crew is slated to take part in both meetings.

New to NARTB is a double-bracket agenda that allows radio delegates to get a complete package the first two days and tv delegates a complete package the second and third days. This was achieved by making the first day of each meeting Radio Day, the second Association Day and the third Tv Day.

The combination of peak NARTB membership and all-around management programming, plus the combining of the 17 districts into regions, is expected to eliminate the poorly attended sessions that have appeared at intervals during past autumns. Some of these meetings have had as few as a half-hundred delegates registered, and not all of these have taken part in the proceedings.

### Radio Day Meetings

The agenda for the opening meeting in Chicago sets the pattern for the other seven (see agenda this page). The host director will open each meeting on Radio Day. The morning schedule includes two NARTB department heads—A. Prose Walker, engineering, and Charles H. Tower, employer-employe relations. Other morning items include a talk by a representative of the National Assn. of Tv & Radio Farm Directors, Jack Jackson of KCMO Kansas City; audience promotion panel, and showing of a Conelrad civil defense film.

Chicago luncheon speaker will be Robert E. Anderson, BBDO Detroit vice president, who will discuss spot radio competition. At each meeting John F. Meagher, NARTB radio vice president, will lead a bull session. This feature has been popular in recent years, with delegates kicking around their problems behind locked doors. Small and large-market station roundtables will close Radio Day.

Association Day will open with a new feature for the autumn series, a talk by Joseph M. Sitrick, NARTB manager of publicity and informational services. His topic will be "What You Don't Know Can Hurt You." Vincent T. Wasilewski, NARTB government relations manager, will report on Washington legislative and regulatory problems and lead a discussion.

President Fellows will be luncheon speaker on the second day of the regional meetings. In the afternoon state presidents will report on the year's developments. The associations are being coordinated by Mr. Fellows into effective vehicles for the handling of legislative, freedom of speech and similar problems at the local level. A 48-state structure is being developed.

After the state presidents report, separate state and/or district meetings will be held. Association Day ends with a speech by an FCC Commissioner—Comr. Robert E. Lee at Chicago.

By that time radio-only delegates will have heard the whole radio package, since only Television Day remains. This day opens with a tv business report by Thad H. Brown, NARTB's tv vice president, followed by a panel discussion.

The tv morning agenda will include a new autumn feature, discussion of the NARTB Tv Code operation led by Edward H. Bronson, director of television code affairs. At Chicago and the following seven meetings, management and continuity acceptance officials will lead the code discussion. Charles S. Cady, assistant director, will take part in the Chicago and Dallas meetings.

Oliver Treyz, president of Television Bureau of Advertising, will conduct tv sales clinics. His discussion topic is "Tv, the Selling Machine."

Clair R. McCollough, Steinman Stations, will speak at the tv luncheon in Chicago and Paul Raibourn, KTLA (TV) Los Angeles, will address the Saranac Inn luncheon. Both are NARTB tv board members.

In the afternoon a labor relations panel led by Mr. Tower will include station, network and NARTB headquarters executives. James H. Hulbert, NARTB assistant manager of employer-employe relations, will make his first floor appearance at an NARTB meeting during the Chicago panel.

Winding up the third day will be a television news discussion led by a representative of Radio-Tv News Directors Assn., and an engineering session. In Chicago the tv news speaker will be Jack E. Krueger, WTMJ-TV Milwaukee.

Host director at the Chicago meeting will be William Holm, WLPO LaSalle, Ill. Ward Quaal, WLWT (TV) Cincinnati, tv board member, will preside during Television Day in Chicago.

Radio Advertising Bureau is not taking part in the Radio Day sessions because it has a

## NARTB REGIONAL MEETING AGENDA

**Chicago, Sept. 19-21**

*(This program is typical of the series of eight meetings that ends in Dallas, Nov. 17.)*

RADIO DAY

MORNING: "Modernizing Our Radio Engineering Concepts," A. Prose Walker, manager, NARTB Engineering Dept.

"The Most for Your Money," Charles H. Tower, manager, NARTB Employe-Employer Relations Dept.

"Fertile Ground for Rural Radio," Jack Jackson, KCMO Kansas City.

Audience promotion panel.

Conelrad—A film.

LUNCHEON: "The Most Dangerous Competition for Spot Radio," Robert E. Anderson, vice president, BBDO, Detroit.

AFTERNOON: Bull Session conducted by John F. Meagher, NARTB radio vice president.

Small and Large Market Station Roundtables.
Discussion Leaders—George Biggar, WLBK DeKalb, Ill. (small); John D. Kelly, WJW Cleveland (large).

ASSOCIATION DAY

MORNING: "What You Don't Know Can Hurt You," Joseph M. Sitrick, NARTB manager, Publicity and Informational Services.

"Where Do We Stand?—Government Relations," Vincent T. Wasilewski, NARTB manager, Government Relations Dept. Discussion.

LUNCHEON: Address, Harold E. Fellows, NARTB president and chairman of the board.

AFTERNOON: Business Session.

State Presidents Reports—
Illinois Broadcasters Assn., Harold Dewing, WCVS Springfield.
Indiana Broadcasters Assn., Edward C. Thoms, WKJG Fort Wayne.
Kentucky Broadcasters Assn., Sam Livingston, WKYB Paducah.
Ohio Assn. of Radio & Tv Broadcasters, Herbert E. Evans, WRFD Worthington.
Wisconsin Broadcasters Assn., Mig Figi (treasurer), WAUX Waukesha.
Michigan Assn. of Radio & Tv Broadcasters, Fred A. Knorr, WKMH Dearborn.

District and state association meetings.

EVENING: Reception and banquet. Address, FCC Comr. Robert E. Lee.

TELEVISION DAY

MORNING:

Presiding, Ward Quaal, WLWT (TV) Cincinnati.

"The Business of Television," Thad H. Brown, NARTB tv vice president.

Panel Discussion.

"The Challenge of the Television Code," Harry Ward, NBC Chicago, and Charles E. Gay, WHIO-TV Dayton, Ohio. Moderator, Edward H. Bronson, NARTB director of Television Code Affairs.

Television Bureau of Advertising—"Tv, the Selling Machine," Oliver Treyz, president, TvB.

LUNCHEON:

Address, Clair R. McCollough, WGAL-TV Lancaster, Pa.

AFTERNOON:

Labor Relations, 1955 Style.

Panel Discussion—
Leslie C. Johnson, WHBF-TV Rock Island, Ill.
Walter Rothschild, KHQA-TV Hannibal, Mo.
Ed Wheeler, WWJ-TV Detroit.
James H. Hulbert, assistant manager, NARTB Employer-Employe Relations Dept.

"Television Brings You the News," Jack E. Krueger, WTMJ-TV Milwaukee.

"Looking Ahead on the Technical Side of Television," Raymond F. Guy, NBC director of radio frequency engineering.

# Let's Face The Facts!

Putting on Nebraska's *biggest show* is a job that requires all-around knowledge of all advertising media and the ability to correlate the various avenues of promotion for maximum impact. Edwin Schultz is a man with the ability to do just that...which is the reason we "Face the Facts" this month with the Secretary of the Nebraska Board of Agriculture and head man of Nebraska's State Fair.

Insofar as KFAB is concerned, the cooperation between the Nebraska State Fair and the station is just one more example . . . one more success story, if you please, on how a station can build its own stature and more revenue by constantly striving to do a better job for its advertisers.

KFAB has, by over 27 years of cooperating with the Nebraska State Fair Board, not only helped to build an ever-growing show window for Nebraska industry and agriculture, but a solid monument to the fact that Nebraska has become one of the nation's great markets as well as the hub of the nation's food basket.

A Free & Peters man always welcomes the opportunity to tell you more about KFAB and its dominant place in this big market . . . Or, "Face the Facts" with General Manager Harry Burke.

*Farm Livestock in the KFAB area represents an income of over a Billion and a Half Dollars!*

THE MIDWEST-EMPIRE STATION

KFAB

50,000 WATTS

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

WLS
gives you
All 3
Market...
Coverage...
Programming
Contact us or call your John Blair man TODAY!
WLS The PRAIRIE FARMER STATION CHICAGO 7
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

BMI
CONCERT MUSIC
Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.
Included in BMI's *Concert Music Service* are:
CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.
YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.
TODAY IN MUSIC — Dates and facts about the important music events of the month.
*BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.*
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

separate nationwide schedule of sales clinics.

William K. Treynor, manager of NARTB's station relations department, will take part in the meetings. He has directed a membership campaign, in cooperation with board and state committeemen, that has brought a steady increase in association rolls. Members of his regional staff will take part in various meetings.

While not billed on the agenda, a feature of the Association Day business sessions at which resolutions are adopted will be the daylight time problem. This perennial mixup, harassing broadcasters in many sections because time is not uniform during summer months, requires association action, in the opinion of Ben Ludy, WIBW Topeka. Mr. Ludy is one of a number of members who have proposed that the subject come up at the fall meetings. He submitted a proposed resolution on the subject. Daylight time is likely to creep into radio and tv day discussions, as well as the business meeting.

At the Saranac Inn sessions the host director will be E. R. Vadeboncoeur, WSYR Syracuse, N. Y. Rural radio speaker on Radio Day will be Bob Miller, WLW Cincinnati. Carl Haverlin, BMI president, will be luncheon speaker.

State presidents' reports will be given on Association Day by Paul Morency, WTIC Hartford, for Connecticut; Harold Glidden, WAOM Presque Isle, for Maine; Herbert L. Krueger, WTAG Worcester, for Massachusetts; Frank B. Estes, WKNE Keene, for New Hampshire; Everett Rudloff, WJLK Asbury Park, for New Jersey; Michael R. Hanna, WHCU Ithaca, for New York, and E. Dean Finney, WTWN St. Johnsbury, for Vermont. Banquet speaker will be FCC Comr. Robert T. Bartley.

William Fay, WHAM-TV Rochester, will preside at Television Day proceedings at Saranac Inn. Taking part in the tv morning panel will be Leon P. Gorman Jr., WABI-TV Bangor Me.; Paul Adanti, WHEN-TV Syracuse and Ray Welpott, WRGB Schenectady, N. Y.

Tv code speakers will be Grace M. Johnson, ABC, and George Dunham, WNBF-TV Binghamton, N. Y. Luncheon speaker for Television Day will be Mr. Raibourn. Joining Mr. Tower in the labor relations panel will be William C. Swartley, WBZ-TV Boston, and Louis Saiff Jr., WCNY-TV Carthage, N. Y. Television news speaker will be F. E. Whitmarsh, WBZ-TV, followed by Mr. Walker who will talk on the conflict for use of air space.

## MUSIC CLEARANCE COSTS DISPORTIONATE—McCOY

### West Virginia Broadcasters told by Storer executive that costs are out of line with other broadcast expenses. Comr. Lee also addresses semi-annual meeting at White Sulphur Springs.

COSTS for music copyright clearance for both radio and television stations are out of line in comparison with other broadcast expenses, John E. McCoy, vice president of Storer Broadcasting Co., told the West Virginia Assn. of Broadcasters at its semi-annual meeting Sept. 3 at White Sulphur Springs. Mr. McCoy, in charge of law and finance for Storer, cited percentages of costs for both radio and tv and declared broadcasters were disposed to pay too little attention to these basic items. In tv particularly, he said, the costs are out of line in relation to music used.

President Paul J. Miller, managing director of WWVA Wheeling, announced that Arnold Vickers, West Virginia lawyer who represents the association in the state capital, had been retained for another year on recommendation of the legislative committee.

OLIVER E. TREYZ, Television Bureau of Advertising president, tries on a pair of Texas boots given him during a recent visit to KDUB-TV Lubbock, Tex. Assisting Mr. Treyz in putting on his new boots are W. D. (Dub) Rogers (l), president and general manager of KDUB, and Lubbock Mayor Murrell R. Tripp, who also made Mr. Treyz an "Honorary Texan."

A sports committee was appointed to work closely with state broadcasters and writers in an effort to convince the boards of education of the tremendous value of scholastic sports coverage by radio and tv.

A proposal from the West Virginia Press Assn. inviting the broadcasting association to merge their interests was presented, but the broadcast group concluded to operate exclusively in its field. It agreed, however, that the two associations should cooperate in projects that concerned both.

Principal speaker at the opening session Friday was FCC Comr. Robert E. Lee who discussed uhf-vhf allocations [see CLOSED CIRCUIT Sept. 5]. Saturday night banquet speaker was Russell Brines, Associated Press foreign correspondent who was captured and interned by the Japanese.

Winner of the annual golf tournament, with a gross 75, was H. Needham Smith, WTRF-TV Wheeling (Steubenville). President Miller, with a net of 73, was runner-up.

The association's spring meeting will be held in Wheeling March 16-17 in conjunction with a Broadcast Music Inc. clinic.

## Seattle Club Plans Oct. Video Clinic

ADVERTISING and Sales Club of Seattle will hold a television clinic, divided into two courses, covering all phases of commercial tv. A basic course will be given Oct. 10-13, followed by an advanced course Oct. 24-27.

Robert G. Hurd is chairman of the planning committee. In charge of separate sessions are Dave Crockett, KOMO-TV; Hugh Feltis and Ross Vieths, Hugh Feltis & Assoc.; Jim Lawless, Rarig Motion Picture Co.; Peter Lyman, Frederick E. Baker & Assoc., and Jim Neidigh, KING-TV. Fees are $10 for the basic course, $15 for the advanced and $20 for both.

*"You blinked fust again, Jake. Lemme try a couple rounds now."*

# Nixon to Address RTES At Season's First Meet

TOP radio-tv industry leaders will attend the Radio & Television Executives Society's first meeting of the season this Wednesday when Vice President Richard M. Nixon will address a luncheon at the Hotel Roosevelt in New York [B•T, Aug. 15].

A list of those who will be seated at the dais when Mr. Nixon speaks was released today (Monday) by Robert Burton, RTES president. Six FCC members are expected to attend the meeting.

Industry and government figures include Brig. Gen. David Sarnoff, RCA-NBC board chairman; William S. Paley, board chairman of CBS Inc.; Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Leonard Goldenson, president, American Broadcasting-Paramount Theatres Inc.; Thomas O'Neil, chairman of board, MBS; Harold E. Fellows, president, NARTB; Theodore Streibert, director, U. S. Information Agency; Reps. Stephen B. Derounian and Isadore Dollinger (D-N. Y.); F. M. Flynn, WPIX (TV) New York; Michael Hanna, president, New York State Broadcasters Assn.; William S. Hedges, president, New York Rotary; Sydney M. Kaye, board chairman, BMI; Sol Taishoff, publisher, B•T, and Paul Williams, U. S. attorney, Southern District of New York.

## Kickoff Meetings Boost National Radio-Tv Week

NATIONAL Radio & Television Week should prove a great success to radio-tv and appliance dealers, Edward R. Taylor, vice president of Motorola Inc., told a New Orleans gathering Wednesday. This session was joined by a similar "kickoff" meeting held by WXIX (TV) Milwaukee that evening.

Mr. Taylor, assistant to the president of Motorola Inc., noted that "the entire industry is behind this year's program," including NARTB, RETMA, newspapers and magazines, and that new salable merchandise and "plenty of display material" will be available for dealers.

Mr. Taylor said color tv would not hurt monochrome tv, will pick up this fall with network programming, be a "gradual growing market," and ultimately take over the lead from black-and-white.

In Milwaukee WXIX played host to some 400 dealers-distributors with talks by Jack Williams, advertising and promotion manager, RCA, Camden, N. J., and Russ Winnie, assistant general manager of WTMJ-TV. The latter outlined NBC-TV's color programming plans for fall.

Mr. Williams noted there has been an "orderly move" to tinted television from black-and-white and stated "the time is now ripe for greater efforts toward the sale of color tv sets."

## TvB Names William Colvin

ADDITION of William B. Colvin to Television Bureau of Advertising's sales promotion department was announced Wednesday by Gordon Hellmann, TvB's director of sales promotion. Mr. Colvin, formerly with the creative advertising department of Avco Mfg. Corp.'s Electronics Division, also has been director of the client service department at Avco-Crosley's WLWA (TV) Atlanta and director of sales promotion at WLW Cincinnati.

TELEVISION code problems, the Kefauver juvenile report and similar topics came up as NARTB Tv Code Review Board held first session with new chairman G. Richard Shafto, WIS-TV Columbia, S. C. (story AT DEADLINE, page 7). L to r: Roger W. Clipp, WFIL-TV Philadelphia; Chairman Shafto; John E. Fetzer, Fetzer Stations, ex-chairman and consultant; William B. Quarton, WMT-TV Cedar Rapids, Ia., vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif., and Richard A. Borel, WBNS-TV Columbus, Ohio.

# NARTB Praises Tv's Bar Assn. Coverage

TV COVERAGE of the American Bar Assn. meeting in Philadelphia [B•T, Aug. 29] was "a forward step in the campaign to achieve free access to public information," NARTB's Freedom of Information Committee stated in New York.

Chairman Robert D. Swezey, WDSU-TV New Orleans, said reports to the group showed radio and tv had demonstrated their ability to cover public sessions without jeopardizing the dignity and decorum of such proceedings. He added it showed the advances made in radio and tv news coverage.

Detailed reports on the Philadelphia demonstration were made by Judge Justin Miller, NARTB consultant and former president-board chairman, and Thad H. Brown, NARTB tv vice president. Judge Miller suggested similar telecasts be staged at state bar meetings.

The committee voiced gratitude to the three Philadelphia stations—WCAU-TV, WFIL-TV and WPTZ (TV)—for their pooled coverage of the ABA meetings. Edgar Kobak, WTWA Thomson, Ga., former committee chairman, was praised for his efforts on behalf of freedom of information. Changes were proposed in NARTB's statement of policy on access to public events. The changes will be submitted to the board next January.

P. A. Sugg, WKY-TV Oklahoma City, provided a report on tv news coverage, submitted originally to a district judges meeting in Oklahoma. He said the station would cover oral arguments of the State Supreme Court in an effort to demonstrate that tv does not disrupt a courtroom.

A report of progress in NARTB's campaign to encourage freedom of information committees in state associations was made by Howard Bell, assistant to NARTB President Harold E. Fellows. He said there now are 18 such committees, plus one in Hawaii, with 20 state groups working through their legislative committees, or a total of 38 states.

Attending the meeting, besides Chairman Swezey, were these committee members: Joseph L. Brechner, WGAY Silver Spring, Md.; Victor C. Diehm, WAZL Hazleton, Pa.; Henry H. Fletcher, KSEI Pocatello, Idaho; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Frank Fogarty, WOW-TV Omaha, Neb.; John S. Hayes, WTOP-TV Washington; Paul Raibourn, KTLA (TV) Los Angeles; John Daly, ABC; Sig Mickelson, CBS; Milton Burgh, MBS, and William McAndrew, NBC. Nick Basso, WSAZ Huntington, W. Va., attended as observer for Radio-Television News Directors Assn.

NARTB staff executives included Messrs. Fellows, Brown and Bell; John F. Meagher, radio vice president; Vincent T. Wasilewski, manager of government relations; Robert L. Heald, chief attorney; Joseph M. Sitrick, publicity and informational services manager, and Robert K. Richards, consultant.

## New York Broadcasters Set Radio-Tv Week Promotion

FULL publicity plans have been made in a coordinated effort by New York area broadcasters, radio-tv distributors and dealers as part of National Radio & Television Week Sept. 18-24 [B•T, Sept. 5].

According to a "fact sheet" distributed last week, the greater New York area will back up national advertising, promotion and publicity with on-the-air announcements, a special telecast tomorrow (Tuesday) on WABD (TV) New York aimed at dealers (the telecast, beginning at 11 a.m. EDT, will feature a panel of distributors who will explain details of the event to dealers). Manhattan Borough President Hulan E. Jack this Thursday will change the name of Times Square to "Radio-Tv Square" in an official ceremony at 43rd St. and Broadway, and New York Gov. Averell Harriman and the city's Mayor Robert Wagner will issue proclamations on the special week.

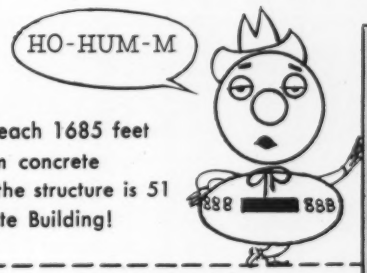
## RAB Announces 'Home Month,' Three-Event Promotion Plan

A NEW EVENT—"Home Month," to start Sept. 18—has been created by Radio Advertising Bureau, which hopes it will bring an extra 400,000 paid announcements to its 800-plus member radio stations. This would be an average of 500 additional paid announcements per participating member station.

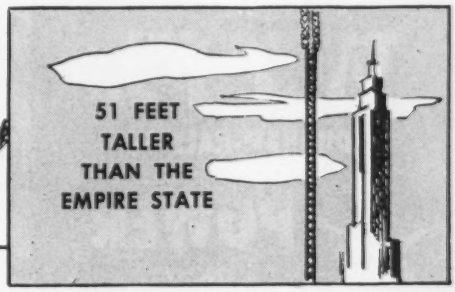
The month-long event, plans for which were announced last week, combines three major promotions in home furnishings and home building industries into a single event for the home. The three: National Home Week (Sept. 19-26), Home Fashion Time (Sept. 29-Oct. 8), and Old Stove Round-up (September-October).

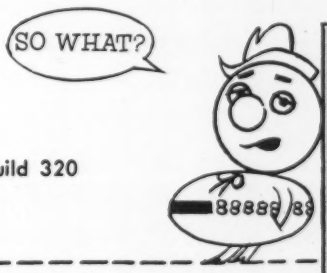
RAB urged its members to link the three events into "something really big—something that will quadruple the business you get from these three events individually"—and, in strong editorial support, to "saturate your air with items concerning all phases of the home including building, do-it-yourself ideas, furnishing tips on home care, etc."

# . . . IN CASE YOU'RE INTERESTED . . .

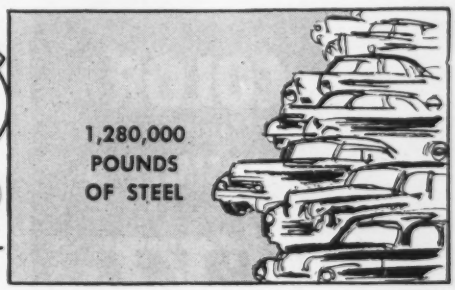



WFAA-TV's new antenna will reach 1685 feet above average terrain . . . from concrete base to antenna tip (1521 ft.) the structure is 51 feet taller than the Empire State Building!

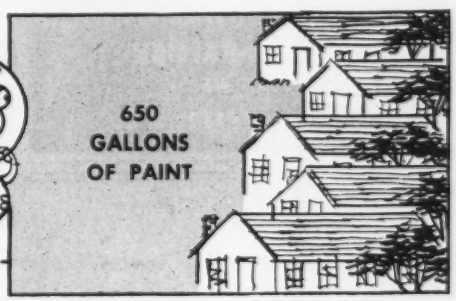


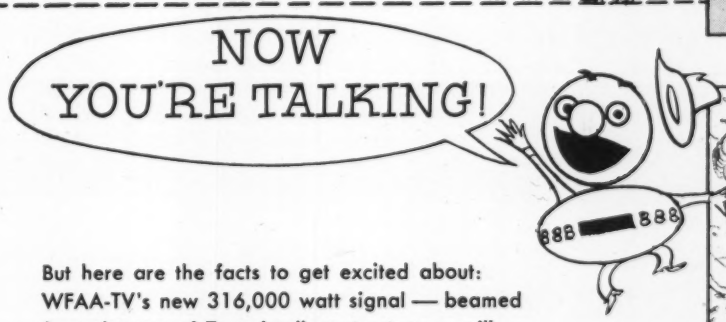




In the tower — enough steel to build 320 average automobiles.

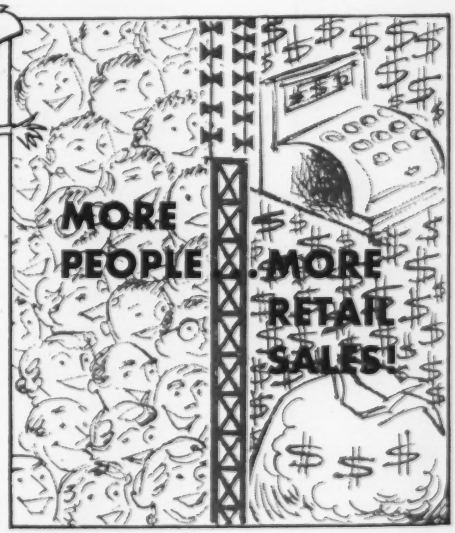


For one coat of paint — enough to cover the outside of 95 five-room houses.




But here are the facts to get excited about: WFAA-TV's new 316,000 watt signal — beamed from the top of Texas' tallest structure — will create new "A" and "B" contours which include 1,864,000 consumers (an increase of more than one-third million). And Retail Sales in this new area total $2,279,624,000 (nearly half-a-billion more than the present "A" and "B"). To Egbert the Electron, **Business Looks Great** — for the advertiser who sells via these new WFAA-TV facilities.*




*Target Date: November

Channel 8

**WFAA-TV**
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

NEW
FACTS & FIGURES
ON
WTVD
DURHAM-RALEIGH
POWER
NOW
316,000 watts
COLOR
NOW
TRANSMITTED
WTVD
CHANNEL 11
DURHAM-RALEIGH
NBC - ABC
Call Edward PETRY & Co.

get
value
plus
SKYLINE
GROUP
DISCOUNTS

KDYL-KTVT
KLZ AM-TV
KOB AM-TV

SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY - BRANHAM CO.



## Selling Autos

IN LESS than two days, radio time costing $450 brought $51,500 worth of business to Fred Jones Mercury Co., Tulsa, Okla. This point is made in a folder being released by Radio Advertising Bureau, New York. Folder is one of several sales tools sent by RAB to member stations in an effort to stimulate interest among prospective radio users.

## Adv. Federation of America Names Executive Committee

SEVEN members to serve on the executive committee of the Advertising Federation of America have been announced by Ben R. Donaldson, AFA chairman and director of institutional advertising, Ford Motor Co. In addition to Mr. Donaldson, members are Frederic R. Gamble, president of the American Assn. of Advertising Agencies; Elon Borton, AFA president and general manager; Wesley I Nunn, advertising manager, Standard Oil Co. of Indiana; Mel G. Grinspan, advertising and sales promotion manager, Black & White stores; William G. Werner, public and legal services director, Procter & Gamble, and Robert M. Feemster, chairman of *Wall Street Journal*'s executive committee.

## Wagstaff Heads Radio Code

WALTER E. WAGSTAFF, KIDO Boise, Idaho, has been named chairman of NARTB's Radio Standards of Practice Committee for fiscal 1955-56, NARTB President Harold E. Fellows announced last week.

Others: Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Iowa; Paul Fry, KBON Omaha; Clifford Gill, KBIG Avalon, Calif.; Worth Kramer, WJR Detroit; William B. McGrath, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

## TvB Mails Co-op Data

TELEVISION Bureau of Advertising (TvB) has sent to its members 19 co-op information cards for use by their local sales departments. The cards, covering the category of radio and television sets, are part of a continuing series the bureau has been sending its members. The cards list: advertiser, brands covered, distribution, tv material available, source of material, division of costs, fiscal year and billing procedure.

## Tv Tariffs Under Study

THE NARTB's Television Transmission Tariffs Committee will meet tomorrow (Tuesday) at the Waldorf-Astoria Hotel in New York, Chairman Richard Salant, CBS Inc. vice president, said last week. The group will continue to study intercity video rates pursuant to a resolution passed by the NARTB Board of Directors last June to implement and support the committee's activities.

### TRADE ASSOCIATION PEOPLE

**Arno H. Johnson,** vice president, J. Walter Thompson Co., N. Y., named board of directors member, Adv. Research Foundation. He is also chairman, ARF technical committee.

**W. J. Moreland,** president, Conrac Inc. (Fleetwood tv receiver manufacturers), Glendora, Calif., elected chairman, district sales group, West Coast Electronics Mfrs. Assn.



# WRITERS SEEK PACT ON NETWORK FILMS

**Guild goes into negotiations with ABC, CBS and NBC in move for increased compensation. Details of new demands to be given networks next Wednesday.**

NEGOTIATIONS between the three major TV networks and the Writer's Guild of America for a contract covering freelance writers on network film shows went into a night session Thursday in Hollywood as the Guild pressed for improved compensation.

Both the western and eastern regions of the Guild have agreed on the demands being presented to the networks, but the details were to be withheld until network officials received all of them in the session which began Wednesday. The Guild, however, indicated its present demands include specific provisions for writers of comedy-variety and audience participation shows.

The negotiation committee for the networks includes: NBC representatives Oscar Turner, Pacific Div. manager of personnel and labor relations, and Pacific Coast counsel Richard Harper Graham; ABC representatives Mort Weinbach from New York, national director of labor relations, and Cliff Anderson, western division director of labor relations; CBS representatives Fred Ruegg, New York, assistant national labor relations director, Eugene Purver, Hollywood labor relations director, and Richard Jenks, Hollywood resident counsel.

The Writer's Guild committee is headed by Richard Collins.

### Ratified Last May

Terms of the first collective bargaining agreement with the networks covering writing for live television were ratified by Writer's Guild of America West and Writer's Guild of America East at their respective annual meetings in Los Angeles and New York last May. The new minimums are about a 30% increase over the 1952 agreement. The new rates for a quarter-hour story and teleplay combined are $375 if sponsored and $270 if sustaining.

## NLRB Calls for Elections At Film Units of ABC, NBC

TWO elections to determine union bargaining agents for network employe groups have been ordered by National Labor Relations Board. An election was directed to decide whether International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators or National Assn. of Broadcast Employes & Technicians should represent the New York film service division of ABC network. Similarly the board ordered an election to decide if Motion Picture Film Editors, Local 776 (IATSE) or NABET should represent NBC film editors, assistants and associated employes in the Los Angeles area.

### PERSONNEL RELATIONS PEOPLE

**Kenneth Groot** named local executive secretary, N. Y. local, American Federation of Radio & TV Artists, succeeding **Alex McKee,** with Mr. McKee continuing as acting national executive secretary of union until successor to late George Heller is appointed.

# AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!

LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

**Look at the sets-in-use—a whopping big 65% at night!**

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in *most* of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

| HOOPER TELEVISION AUDIENCE INDEX<br>Fargo, N. D. - Moorhead, Minn. — Nov., 1954 | | | |
|---|---|---|---|
| | TV-SETS-In-Use | Share of Television Audience | |
| | | WDAY-TV | Station B |
| AFTERNOON (Mon. thru Fri.)<br>12 noon — 5 p.m. | 28 | 86 | 14 |
| 5 p.m. — 6:30 p.m. | 48 | 88 | 13 |
| EVENING (Sun. thru Sat.)<br>6 p.m. — 12 midnight | 65 | 85* | 17* |
| (*Adjusted to compensate for fact stations were not telecasting all hours) | | | |

**WDAY-TV**

**FAGRO, N. D. • CHANNEL 6**

**Affiliated with NBC • ABC**

FREE & PETERS, INC.
*Exclusive National Representatives*

# *each one is different*

Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and *exclusive* attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

## Harrington, Righter and Parsons, Inc.

*New York*
*Chicago*
*San Francisco*

television—the *only* medium we serve

| | |
|---|---|
| *WROW-TV* | *Albany* |
| *WAAM* | *Baltimore* |
| *WBEN-TV* | *Buffalo* |
| *WJRT* | *Flint* |
| *WFMY-TV* | *Greensboro* |
| *WTPA* | *Harrisburg* |
| *WDAF-TV* | *Kansas City* |
| *WHAS-TV* | *Louisville* |
| *WTMJ-TV* | *Milwaukee* |
| *WMTW* | *Mt. Washington* |
| *WSYR-TV* | *Syracuse* |

# HOW MUCH IRON IN THE CURTAIN?

**There may be a 'peace offensive' but covering Russia is still tough. Here are the problems of the only Moscow-accredited U.S. radio-tv newsman.**

*NBC's Irving R. Levine, who recently became the first western non-communist correspondent to get a permanent Russian visa since 1947, is a 33-year-old newsman who has covered the Korean shooting and the cold war in some 20 countries, first for INS and, since shortly after the Korean war broke out, for NBC. He serves as combination radio-television correspondent, sending back films as well as voice reports. Since Aug. 24 he has been making direct daily broadcasts to the U. S. over facilities of Radio Moscow, and for the first few days of this period was not censored. This exclusive interview with B•T's senior editor Rufus Crater in New York, arranged through NBC and using its facilities in New York to talk with Mr. Levine at Radio Moscow, was conducted shortly after Russian censorship was imposed on Aug. 31 and was tape-recorded for B•T by NBC. For background purposes, a few questions had been submitted by cable in advance. Although impromptu questions for the most part did not—by coincidence or otherwise—get through to him, as the transcript shows, Mr. Levine nevertheless was able to present an informative picture of the free newsman's lot under censorship and the overall status of radio and tv in Russia today.*

**Mr. Crater:** Did you get my questions?

**Mr. Levine:** Yes, Rufe. In answer to your first question, what facilities does the Russian Government provide: I do my daily broadcast from Radio Moscow, a blond colored sort of stucco building, about an eight minute drive from the National Hotel, where I'm living. The facilities of Radio Moscow are not as modern or spanking new as, say, the glass-enclosed Radio Central at NBC in New York, but the facilities are certainly more commodious than we were provided in Tokyo when I was assigned there, and as good as most of the overseas facilities I've seen. There are no guided tours in Radio Moscow, as are conducted at Radio City in New York. As a matter of fact, it's necessary to have an appointment even to get into the building. There is a uniformed policeman and a woman officer on duty in the lobby of the Radio Moscow Building, up a street which is translated as Putenskovski little side street number one. Each day at a quarter to 2 p.m., Moscow time, 15 minutes before my broadcast time, I am met at the entrance of the Radio Moscow building by one of the English-speaking Radio Moscow commentators who broadcast to the United States. We walk up (there is no elevator) to the studios on the second floor. I wait in a soft chair in the softly-lit lobby, until just a few minutes before broadcast time, and then the Radio Moscow commentator invites me into the studio.

Let me describe the studio from which I usually broadcast. Outside the door there is a sign in Russian, as you would find on any American studio. This sign lights up when the studio is in use, telling people to keep out. The studio is large, about 18 feet by 30 feet. There are two pianos, and a round table with a boom microphone for discussion programs. At one end of the studio is a desk affair with two chairs and a microphone. This is where I broadcast. Directly in front of me is a glass partition which separates the studio from the control room and the engineers, who, incidentally, are mostly women. The chief engineer is a Russian woman, who made arrangements for the first two-way direct studio circuit with New York, which we accomplished last week. She is an extremely earnest person. Each day after my broadcast, she inquires about the circuit quality and seems delighted when I can report that New York describes the circuit as good. On several occasions, when we were in the process of pioneering this circuit, especially when we did it by way of a London relay, the chief engineer delayed or perhaps even missed her lunch hour to make sure I got through all right. In fact, once the decision was made to permit me to broadcast to the United States, their attitude and that of everyone I have come into contact with here at Radio Moscow from the director of foreign language broadcasts, right on down, has been one of complete cooperation and they tried within the limits of facilities to satisfy me.

The procedure in the studio runs something like this. The Radio Moscow commentator usually calls New York, sometimes I do it, repeating "This is Moscow calling New York," until we reach the receiving station in New York and then the Radio Moscow commentator hands the ear phones over to me and sits by my side as I talk with Bill Fitzgerald, or Barry McCarthy, or Ed Hymoff at NBC, and broadcast my news spot. If we run into any trouble in the way of level being too low or too high, he takes it up with the engineer. The Radio Moscow commentator never comments on my script, although on several occasions, out of curiosity I might have invited comment. Several of the Radio Moscow boys surprised me by asking about Jim Fleming and Henry Cassidy of NBC. They remember them in the times they broadcast from here during the war and during the Council of Foreign Ministers meeting in 1947, which incidentally was the last time there was a broadcast to the United States until the time that I have been doing it.

The Radio Moscow commentators who have helped me under the arrangement I have just described have been very helpful and friendly. Whenever I thank anyone here, such as the engineers, for anything, the answer usually is, "It's only my job." Incidentally,

as I am sure you know, Radio Moscow is the Government operated radio in the USSR. It's the only station in Moscow, of course. In some of the studios, the actual transmission of my broadcast is handled by the Ministry of Communications, which is the government agency controlling all communications facilities. . . A rather lengthy answer to the first question.

**Mr. Crater:** That's fine. Are there any limitations on what we can talk about at all?

**Mr. Levine:** (Brief silence) . . . I don't hear you at all. . . .

**Mr. Crater:** Are there any limitations on what we can talk about? [At this point, the circuit didn't seem to fade but rather seemed to go dead—momentarily. . . .]

**Mr. Levine:** Assuming you're still there, I'll go ahead [Mr. Levine then went on to answer one of the questions previously cabled to him].

In regard to the question as to what limitations, if any, does the government place on the news gathering and reporting . . . do you hear me?

**Mr. Crater:** Right. Go ahead, please.

**Mr. Levine:** [Not hearing the go-ahead.] Well, here goes, anyway. Covering news here is considerably different from covering news in the United States, or in most of the other foreign countries where I've worked, such as Austria, France, Germany, Japan and Korea. The main difference is access to news.

There are three main sources of news. One—the Government newspapers and radio. Government announcements are usually released in this way. For instance, this morning the announcement of the conclusion of a new pact between Yugoslavia and the USSR. The second source of news is the official parties. This, of late, with the easing of tension and the concurrent gregariousness of Soviet leaders, has become an important source. For instance, there was a party at the Yugoslav Embassy. Kaganovich and former Premier Malenkov were there. We were able to chat with them briefly. More important, we were able to lean over their shoulders. In fact, my chin was practically resting on Malenkov's shoulder, as they charmed visiting Sen. George Malone of Nevada. Last week, there was a reception given by the Romanian Embassy. We were able to ask Deputy Premier Mikoyan to tell us which Russians would negotiate with West German Chancellor Adenauer. We didn't get an answer, but we did ask. These parties are important in getting a close-up look at the leaders and in picking up bits of chit chat, but the Russian leaders devote themselves almost entirely to cocktail party conversation.

## NEW SOURCE OF NEWS

The third source of news in Moscow is visiting Americans. And this, of course, is the newest source of news. Some of the visiting Congressmen have been received by Soviet leaders, and their conversations make news. So these are the three main sources of news; the newspapers, the parties and the activities of visiting Americans. There is only an occasional news conference. Premier Bulganin received the press to read a statement before the Geneva Conference, and the Russians set up a news conference for the visiting Lord Mayor of London. But unlike the United States, news conferences are a great rarity. Then, of course, there are the foreign embassies—the United States, the British, and so on. This is about the only source of exclusive stories, and it's the only source for digging up independent stories. The big trouble is that the embassy people are usually trying to find out from the newsmen what's going on. The newsmen usually know more than the diplomats. Incidentally, Rufe, there are only seven permanent American newsmen here—two AP, two *New York Times,* one UP, one INS, and I'm the only radio and tv man. Unlike the United States, where a reporter can make an appointment with an official of a business firm for an interview or wander into the State Department for a chat with the press officers, or take an official of the Commerce Department out to lunch, here in Moscow, all questions by reporters must go to the Press Department of the Foreign Ministry. If you try to get news through some other source, you will be directed, you will be referred to the Foreign Ministry Press Department. This is the reporter's sole channel for information.

When you call the Press Department for information you are asked to write a letter. An appointment with the Press Department takes at least a week or usually longer to arrange. For instance, I requested the Press Department to tell me when Diego Rivera, the Mexican painter, was coming to Moscow. I still have no reply, but yesterday I found him staying in my hotel. I have had a request in the Press Department for two weeks now on such matters as a visa for an NBC cameraman to come to Moscow during the Adenauer visit, a special request from Dave Garroway on the *Today* program for some material, another request on a half dozen other subjects. Whenever I call, I am told they are under consideration. All I can do is wait. Similarly, my application for a Russian assistant to help me in translating newspapers and so on, has been under consideration by the appropriate bureau for two weeks.

I have received a definite answer, however, on my application for an apartment. The answer is there are no apartments available. It may take two months or more before I can hope for one. Most reporters here have waited six months or a year. Americans, like other foreigners, can live only in certain allotted dwellings. We can not go out and hunt for an apartment, because all are owned by the government. We cannot go out and independently hire an assistant because the goverment arranges their employment. Well, there are similar problems in the shipment of film, and if you want to take a trip to an outlying city like Leningrad, it's necessary to get police clearance, which comes very quickly. In Moscow, I have been free to wander around and take pictures pretty much as I wish. I have never been stopped. There, of course, is censorship. All tapes I send out and all items such as this one for broadcast, must be approved by the censor. Besides the obvious inconvenience there is the added inconvenience of having copy prepared early enough ahead of time to enable the censor to read it and approve it in time for broadcast.

My daily schedule involves writing my script in the morning, hiring a cab from the hotel, the National Hotel where I live, and driving through to the central telegraph where the censors are located, waiting for the copy to be stamped, then driving to Radio Moscow. You never see the censors, incidentally. You hand your copy in through a little window to a girl who carries it through a door, and then a half hour or so later, more or less, brings the copy out. Well, a little more on this.

The relaxation of tension is making it easier to talk to individual Russians. That was quite impossible a year ago I am told. On the tour with the American agricultural delegation, we were able to speak with hundreds of Russians and they answered questions very freely about the Russian way of life. . . . How do you hear me?

**Mr. Crater:** You're coming in fine here.

**Mr. Levine:** In reply to your third question, I'll give this answer. Your question was regarding newsmen generally, and how far relaxation of censorship has grown, and then the possibility of admittance of other radio and tv newsmen.

Censorship is a good deal easier now than it has been in the past. However, all copy must be submitted. Newsmen who are on temporary visas tend to be given greater freedom. I was never required to submit my script until this week. This is in line with the technique of inviting delegations for whirlwind tours, where the effort is made to win friendship and approval. However, so far I have not had more than a dozen words stricken from my copy by the censors.

As far as the admission of more radio and tv reporters is concerned, I just don't know, and very frankly, Rufe, I have made no real inquiries about that possibility.

**Mr. Crater:** Do you know why censorship was reimposed?

**Mr. Levine:** I just can't hear you.

## *King of a new frontier!*

# NOW MAXIMUM POWER

## WITH 25% MORE SETS THAN ANY OTHER NORTH CAROLINA STATION

**WSJS-TV Winston-Salem now has one of the South's biggest TV markets! Its heart is the rich Golden Triangle of key industrial cities—Greensboro, Winston-Salem and High Point.**

**WSJS-TV's new maximum power taps over 4 billion dollars in buying power and reaches 627,982 TV homes—25% more than any other N. C. station!**

**NEW** MAXIMUM POWER — 316,000 watts!

**NEW** MAXIMUM HEIGHT — 2,000 feet above average terrain.

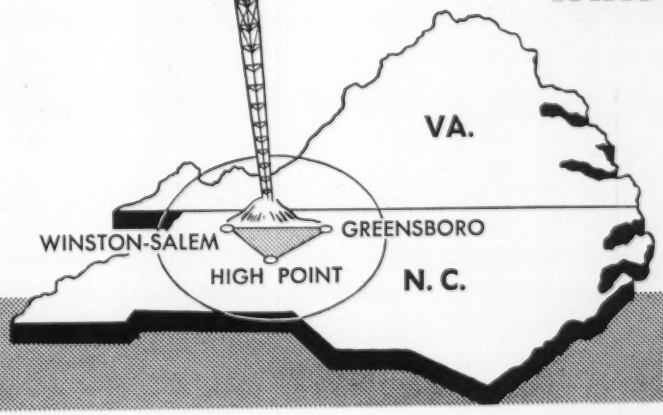
**MORE** COVERAGE — 91 counties, in five states.

**MORE** TV HOMES — 627,982 sets.
3,943,000 people.
$4,350,000,000 buying power.

# WSJS-TV

## WINSTON-SALEM, N. C.

CHANNEL 12




NBC for WINSTON-SALEM GREENSBORO HIGH POINT

HEADLEY-REED, REP.

# *Broadcast-Designed!*

# NEW G-E QUALITY-BUILT

What have you been wanting in a TV camera tube? First, improved quality—for a better picture with fewer interruptions, for longer tube life that pays off in replacement dollars saved.

Second, you've asked for safe storage, safe handling. Image orthicons are easily damaged. Your stock of camera tubes is a substantial investment from which you would like the risk of damage removed.

Both your demands—for improved tube quality, for safe storage and handling—are fully met by the new Broadcast-Designed GL-5820, manufactured by General Electric.

*Quality* in a complex tube such as the image orthicon, calls for heavy resources of engineering skill, advanced equipment, and technically trained and expert workers. General Electric has these. The pictures below show but a few of the countless precision steps in manufacturing and testing G-E quality-built camera tubes.

*Safety* comes from G.E.'s brand-new transparent package at right, developed by broadcast engineers. This new, safe package is a big plus . . . saves you money, worry, and time.

And . . . G-E Broadcast-Designed camera tubes come sealed at the base for your protection. If the seal's unbroken, you know you're getting a *new* tube! Your G-E tube distributor has Broadcast-Designed GL-5820's. Call him today! *Tube Department, General Electric Company, Schenectady 5, New York.*

G-E quality methods in building Broadcast-Designed camera tubes, are shown by the care with which this glass technician fabricates an image-orthicon target. The glass bubble she holds is only 1/10,000 inch thick. After cutting out a small section, she must seal this to a metal ring. Any false movement would completely ruin the fragile target.

Dust and lint are banned. Note the lint-free Nylon uniforms worn by these skilled G-E workers while assembling the target and mesh for a Broadcast-Designed camera tube! In addition, the air is filtered and conditioned. A single particle of dust in the 1/500-inch spacing between target and mesh could mar tube quality, causing rejection.

ALREADY GIVING SUPERIOR STUDIO SERVICE FROM COAST TO COAST!

# *Safety-Packaged!*

# CAMERA TUBE

**It's SAFER . . . and you SAVE by using G.E.'s new transparent camera-tube package!**

Square design prevents rolling off shelf when tubes are stacked.

Cushioned internally to protect tubes whether they are stored horizontally or vertically.

Face of tube is protected by a solid felt disc.

Special top and handle construction keeps tubes from being carelessly stored in an inverted position.

Top of package cannot be misplaced—is fastened to the handle through sliding slots.

The solidly anchored handle enables tubes to be carried about safely and conveniently.

Because of safety features of new G-E transparent package, the corrugated outer shipping carton can be discarded. Saves storage space—saves time when a new tube is needed for fast replacement in a camera.

The new G-E "record" label, on every package, contains space for recording camera tube data.

Actual performance is the yardstick in final G-E tests. The verdict of the inspector's critical eyes is supported by instruments which infallibly pass judgment on brightness, definition, and over-all quality of the image. When you break the seal of a G-E Broadcast-Designed camera tube, you are placing in service the finest image orthicon you can install!

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

161-1C2

**Mr. Crater:** Did they explain why you would be required tc submit scripts in the future?

**Mr. Levine:** Try it again. . . .

**Mr. Crater:** Did they explain why they were now requiring you to submit scripts?

**Mr. Levine:** Well, I received a temporary visa and apparently, as I pointed out here, this seems to be in line with the technique of inviting delegations for whirlwind tours, and the people who are on or with these delegations, an effort is made to win their friendship and approval, and when I was in that status, my material was not censored. Since I have been granted a permanent visa to remain here, as I pointed out, like all other correspondents here, I am required to comply with this regulation.

**Mr. Crater:** Are other correspondents allowed to send back film?

**Mr. Levine:** What was that?

**Mr. Crater:** Are other correspondents allowed to send back film?

**Mr. Levine:** Well, presumably so. I have my own troubles without looking into theirs
[at this point, the circuit went stone cold dead.]

**Mr. Levine:** Did you hear my answer?

**Mr. Crater:** No, I didn't.

**Mr. Levine:** I'm not trying to be flippant but I have many problems about broadcasting, getting out film without worrying about other people's efforts to get out film. I don't want to appear flippant in my reply, but competition being what it is, I really haven't made any effort to find out if anyone has been getting out film.

**Mr. Crater:** Thank you. Have you seen any color television over there?
[here again, a very dead circuit.]

**Mr. Crater:** What is the quality of television in Russia . . . the technical quality?

**Mr. Levine:** I can't hear. . . .

**Mr. Crater:** What is the technical quality of television in Russia?

**Mr. Levine:** I gather that you have a question on radio and television. I've got a rather detailed piece here about the status of radio and television here . . . a brief report on radio and Russian television—number of sets and so on. Suppose I give you a reply to that, shall I?

The best figures I can get from unofficial sources is that there are 3,300,000 television and radio sets in the Soviet Union as of January 1, 1952. I cannot vouch for the reliability of this figure, but it sounds small to me in a country of 215 million people. Of course the production of items like radio and tv sets has increased greatly during the past few years since 1952 as rural reconstruction has progressed. Radio Moscow, and its associated provincial stations, are the sole radio stations in the country. There are public loudspeakers in trains, in hotels, on ships, on farms. . . . These public loudspeakers beam Radio Moscow to the people 16 hours a day. There are regular newscasts, there are now commentaries on world affairs, and a good deal of music, almost entirely serious music. There is some American music as well as other foreign music. The other day, for instance, there was a half-hour program of Gershwin, including such songs as "The Man I Love." There is a morning agricultural program for farmers, and regular weather reports on temperatures from around the country.

As far as television is concerned, here are just a couple of highlights. The cost of tv sets has recently been reduced. Twelve-inch sets are the most common, and have been knocked down from 3,000 rubles, which has the rate of 4 rubles to the dollar or $750. The price has been marked down to 2,300 rubles, about $575 at the official rate. This seems to reflect the apparent effect that television sets have gotten into mass production. However, tv sets are still enough of a novelty that crowds gather in front of department store windows to look at radio and tv sets. In certain sections of Moscow you see the "skyline silhouette" of television aerials which is so common in the United States.

While traveling around the Soviet Union, I found that outside of Moscow, tv sets are still pretty much a rarity and are limited largely to workers clubs which might be considered a sort of counterpart of the bar-room stage of tv in the early days of tv in the United States. There are broadcasts and telecasts now in Moscow, in Kiev, in Leningrad, in Riga, Kharkov and Kalinin, and new stations are being built and perhaps finished by now in cities like Baku on the Black Sea, Tashkent in Central Asia, Minsk in Siberia, and Sverdlovsk in the rural region.

Recently *Pravda,* the Communist Party newspaper, announced that experimental television broadcasts will begin in the Siberian cities of Omsk and Tomsk.

Besides the 12-inch set I mentioned, there is a 17-inch set. The price is somewhat higher. There are also 6-inch sets. Programs lean very heavily toward what we would call special events, and what the Soviets call cultural events. This includes the live pickups of operas, plays, ballets, and musical shows. Here in Moscow, there are four hours of programming each day, with the exception of Sunday when there are eleven hours. Weekday programs in Moscow begin at 7:30 p.m., Sunday programs begin at noon and are heavy on sports and special events. Outside of Moscow, provincial cities, I believe, broadcast tv programs only three or four times a week for a couple of hours, with the exception of Leningrad, as I understand it. It follows pretty much the same as Moscow.

## EXPERIMENTAL COLOR TV

There is some experimental work in color telecasting. The Soviets at the moment use a non-compatible system, but technicians are experimenting with a compatible system. Well, that's just about it. As I say, the emphasis is heavy on ballet and opera, there are some wrestling programs, a good deal of children's programs, a good deal of animated cartoons, old Soviet movies. Apparently they deal heavily on carrying a message of some Communist import. About half the time on tv is taken up by movies. Some of the movies are rather old and the age of the movies have been criticized frequently by tv critics in Russia. Just to run down a couple of programs, there is a program called *Bookshelf* which is a literary analysis, a feature film which is called *Examination of Faithfulness* which deals with aspects of Soviet family life, another musical comedy was called *Wedding With Dowry,* a story about a collective farm. There is a regular program called *Map of the World,* which deals with international subjects. A recent one was a lecture on India. That's about the picture on radio and television in the Soviet Union today.

**Mr. Crater:** Thank you. If I may ask one question . . . then Sam Sharkey has something to say to you . . . did you have to get permission for this interview?

**Mr. Levine:** Rufe, I can just about hear your voice but I can't hear what you are saying.

**Mr. Crater:** Thank you very much . . . Sam wants to talk to you.

**Mr. Levine:** Try again, Rufe, will you . . .?

**Mr. Sharkey:** Sam Sharkey here, Irv . . . can you hear me . . . this is Sam Sharkey.

**Mr. Levine:** I can hear something. . . .

**Mr. Sharkey:** Sam Sharkey, Irv. . . .

**Mr. Levine:** I just can't hear anybody . . . so I'd better sign off . . . if you have any other questions I'll be glad to answer them if you can send them to me ahead of time. Hope this answers your questions. I certainly can't hear Rufe . . . so, signing off in Moscow.

[At this point, the desk man in New York (Harry McCarthy) could be heard to make a comment . . . and either Rufe Crater or Sam Sharkey said something . . . then, after the circuit apparently had been knocked down, Irving Levine's voice suddenly came up quite clearly and was heard to remark: "My God, this is very unusual." There was an abrupt silence after this exclamation.]

# THE 1-2 STORY IN PORTLAND, OREGON

# SOCK!

ALL PORTLAND IS WATCHING Channel 12 KLOR

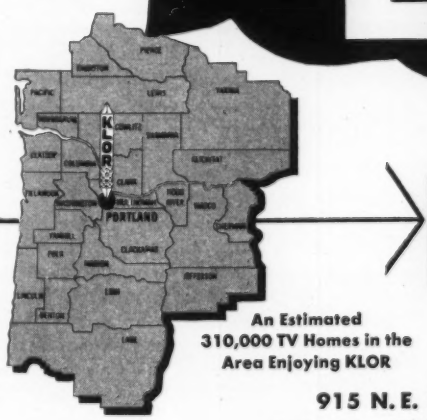
The Pacific Northwest Station with the PUNCH that bears watching!

1

**PROGRAMMING SOCK** that delivers the audience! ABC's imposing line-up of shows is backed up by fan-winning local programming.

2

**MARKETING SOCK** that delivers one of top 25 metropolitan markets of *Sales Management*'s defined 233 national markets. Persuasive, profitable hard-sell, with proved power to move merchandise, champions every advertiser.




An Estimated 310,000 TV Homes in the Area Enjoying KLOR

VHF

ABC

KLOR Channel 12

915 N. E. DAVIS ST. · PORTLAND, OREGON

*Represented Nationally by* GEORGE P. HOLLINGBERY CO.
New York • Atlanta • Chicago • San Francisco • Los Angeles

THIS IS the Illinois State Fair, site of U. S. Steel's ambitious live commercial.

# U. S. STEEL GOES TO THE FAIR

FOR SEVERAL months the U. S. Steel Corp. has been implanting the thought with those who view its alternate-week *Steel Hour* dramatic series that "only steel can do so many jobs so well."

And since last January U. S. Steel has gone to great lengths with its cameras by way of proving live commercials from remote points can be just as effective and less costly than if they were filmed on the scene in advance.

Typical of Steel's willingness to go to these lengths in the interest of realism and immediacy was its origination of live commercials direct from the Illinois State Fair in Springfield Aug. 17. Occasion was the *Steel Hour*'s salute to its Chicago South Works Plant on the latter's 75th anniversary.

What viewers saw during the two commercial segments of the show involved elaborate preparations and expenditure of time and talent to drive home the steel story to an estimated audience of 23 million people in the viewing area of 113 CBS-TV stations throughout the country.

ADVANCE preparations for interviews and newspaper publicity were included in this interview by Julie Craig (r), women's director of WICS (TV) Springfield, with groundwork team of Mary Kay and Johnny Stearns, who preceded the advertising-agency contingent from New York.

It was far more ambitious than any of the previous remotes (from Macy's in New York, Abrahamson & Strauss in Philadelphia and a farm in Lake Geneva, Wis.)—and also more difficult. The Springfield remotes took the combined resources of a crew of 25 advertising-agency folk transported by special train from New York, plus a technical battery of 20 from CBS Central Div. (In New York, where the drama originated, perhaps another 75 people were involved.)

Additionally, the venture called for five cameras, thousands of feet of lighting cable and other equipment, a staff of AT&T specialists and a transmission setup involving relay towers at the Fairgrounds and New Berlin, where it was fed to Chicago and in turn to CBS-TV through WBBM-TV.

Why this concentration of manpower and equipment for six minutes of commercial?

Harold Hoffman, copy and media chief of U. S. Steel Corp., Pittsburgh, describes the live remote as a desire for "immediacy" and for reaching the grass-roots of America. He contends that, other things being equal, the live remote commercial can be produced for perhaps 20% less than if it were put on film. Mr. Hoffman estimates the cost of the Springfield remote at about $10,000 (compared to $7,000 for the Lake Geneva venture).

Aside from the immediacy factor, the costs of editing, re-shooting and labor for film are by-passed, and the live process is faster, according to John (Jack) Zollar, director and film producer, BBDO, who otherwise might be expected to be completely film-minded.

Actually, film is never entirely ignored by U. S. Steel in its remotes. There is a well-coordinated integration between film clips (such as used for steel production and pictures of the South Works employes) and live shots.

But from the start of early preparations, weeks ahead, to the coming of the advance guard and full crew, the location of equipment, endless story conferences, dry runs and final rehearsals, localized promotion, and last-minute script changes, U. S. Steel Corp.'s commercial story is one largely of live remote commercials —as shown in these pictures of the Springfield excursion:

## THE CREW BEHIND THE COMMERCIAL

. . . Joseph Hevesi produces U. S. Steel public relations (George Hicks) commercials out of U. S. Steel Corp., New York; has been with *U. S. Steel Hour* for eight years (in radio or tv); formerly wrote Major Bowes *Amateur Hour* plugs.

Everett Hart; onetime freelance correspondence for B•T in early '30s; senior representative producer, BBDO, who produced both Steel's PR and "product" (Mary Kay and Johnny) commercials; produced Broadway play, "Black-Eyed Susan," and is old Schubert play hand; with Steel for two years.

Ernest Walling, freelance director; formerly directed Fred Waring show; onetime NBC program-production executive.

John (Jack) Zollar . . . director and film producer, BBDO, New York; directed *Cavalcade of America* on radio for eight years; one-time actor and instrumental in radio productions at Pasadena, Calif.

Mary Kay (Stearns) and Johnny. She was in "Dear Ruth" on Broadway; he is former NBC producer; they abandoned situation comedy format idea for career with U. S. Steel two years ago.

George Hicks, veteran network newsman and World War II correspondent; delivers Steel's public relations or "news" commercials; granddaddy of U. S. Steel "commercial" troupe (10 years); one of the real radio newsman veterans, who is said to have been associated longer with one firm than any other in country as network commercial announcer.

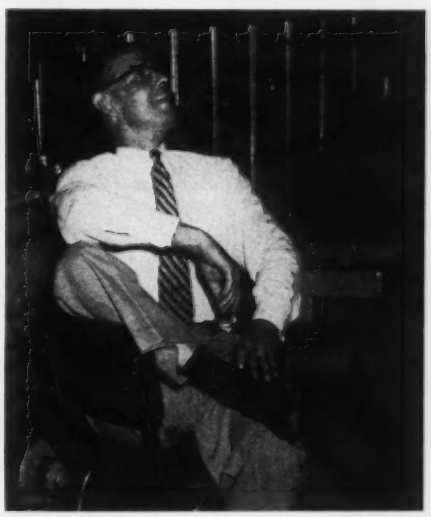
Ed Plaut and Michael Barnett . . . BBDO writers on Mary Kay & Johnny and Hicks commericals, respectively; Tom Norton, advertising department, U. S. Steel, Pittsburgh; Taylor Urquhart, account executive, BBDO Pittsburgh; Charles Murphy, contact, and Dudley Malone, production assistant, BBDO; Harold Hoffman, unit manager of expedition, in charge of copy and media out of U. S. Steel, Pittsburgh, placed all Steel's trade advertising; Don Derber, U. S. Steel's market devlopment section, Pittsburgh, lined up Springfield (Ill.) site for commercial remote, obtained props, other material and secured approval of fair promoter; sent out 40,000 copies of Steel brochures (with local station times, stations) and other material to agricultural advisory people; an advance "one-man" guard of Steel's on live commercials from farm remotes; Phil Sykes, field supervisor and senior representative, CBS Central Div. and engineer at network's o & o WBBM-TV; Don Dillion, CBS Chicago engineer, and others.

ABOVE: One of five cameras is mounted atop a WBBM-TV mobile unit. BELOW: One of 13 lights which, combined, brightened up the set with 50,000 watts.

MARY KAY and Johnny, under the watchful eyes of Director Walling, rehearse with Mr. and Mrs. Louis Pierce, famous cattle raisers.

DRY RUNS help to iron out the wrinkles. Producer Hart (l), Mary Kay and Johnny and Director Walling set positions.

MORE REHEARSAL. Producer Hevesi (r) and Mr. Hicks flank Gov. William Stratton of Illinois, discuss a production problem.



ALL'S WELL that ends well. Harold Hoffman, unit manager and U. S. Steel copy-media chief, relaxes after the wrap-up.

representing RADIO
representing TELEVISION

branham

national advertising representatives . . . with 11 offices from coast to coast

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

*An additional dollar's worth of product promotion for every advertising dollar.*

. . . *one equals two on* **WLW** RADIO

. . . *a distinguished member of the Crosley Group*

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

# OKLAHOMA OIL FILLS 'EM UP VIA RADIO-TV

**Its million-dollar broadcast budget is tangible evidence of the success this up-and-coming petroleum jobber has achieved through wise advertising.**

ON ANY given day, when he pursues the exploits or miseries of the White Sox or Cubs on radio or television, the Chicago baseball fan is being constantly reminded about "a sure way to stretch driving dollars."

If he is remiss as a motorist in accepting the advice of a by-now well known slogan —"Let the Familiar Oklahoma Billboard Be Your Guide to the Best Gasoline in All Chicagoland"—there is always the not unattractive bait of "free premium coupons" which may be exchanged for valuable merchandise.

And even if he is not of that peculiar breed, the baseball fan, the Chicago-area listener or viewer is sure, sooner or later, between 8 a.m. and 11:20 p.m., to encounter Oklahoma Pete, the "Little Indian Chief," the Oklahoma newsboy or a staff announcer extolling the benefits of "refinery-fresh" gasoline and heating oils, among other products on other programs, at "definitely lower prices."

Oklahoma Oil Products Co., the little petroleum empire headed by Joseph E. Guilbeault (pronounced GIL-bo), is a late-comer in the midwest petroleum sweepstakes but a successful one, certainly, if expenditures for broadcast media are to serve as any criterion. Within the past three years Oklahoma has managed to turn its brand name into a consumer by-word and a competitive eye-popper in Chicago through heavy saturation of the electronic media—about $1 million worth.

This would be a surprising phenomenon in any industry, let alone in the petroleum field against the thrusts of the Standards and Sinclairs and Shells, but it is the more so, considering that Oklahoma is an independent marketer-chain which owns and operates perhaps 70 service stations (as against maybe 700 for Standard and others), and sells a variety of products, but which provides no car-servicing chores.

Oklahoma is, to be perfectly accurate, a jobber—and an aggressive one at that—competing in its own way with the giants of the industry. It is holding its own by the use of radio and television, and with little support from printed media, on which Oklahoma spends perhaps a paltry $5,000 (in newspapers) for a fiscal year.

To imprint its brand name on the consumer consciousness, Oklahoma has parlayed a preoccupation with baseball and a local commentator (Tom Duggan) with a modicum of radio spots and newscasts. It

# the profitable direction is UP

## You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower . . . a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this . . . no other tower manufacturer today can match IDECO's experience in *tall* tower design and construction.

***Here's experience you can see, and depend on:***

**1 IDECO** has built over 40% of the country's TV towers over 1000 feet tall . . . *twice as many* as the second company's total . . . *more* than all the other companies combined.*

**2 IDECO** pioneered tall TV towers, in 1950 built the TV industry's *first* tower over 1000 feet tall.

**3 IDECO** has built the tallest TV tower in the world . . . KWTV's 1572-foot structure in Oklahoma City.

***Yet . . . there has never been a single IDECO TV tower failure***

*TOWER HEIGHT DATA FROM TV FACTBOOK, SPRING 1955 EDITION

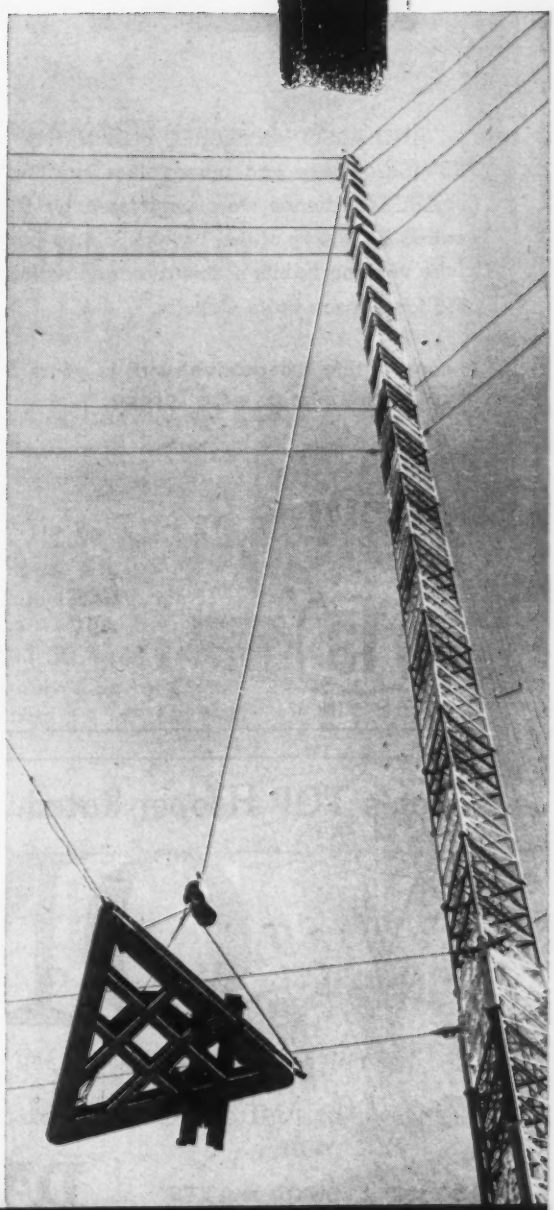
**No matter what direction** your plans take . . . a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station . . . let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. *Get the full picture* and all the facts . . . write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.

**DRESSER-IDECO COMPANY**

*One of the Dresser Industries* • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO



Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

THE
PREFERRED
STATION
FOR
SPORTS...
WIBW-TV

... AND ALSO PREFERRED FOR NEWS, WEATHER, AND FARM SERVICE! These and many other startling preferences of the TopekAREA audience were uncovered by Dr. F. L. Whan in his revealing TV Study of the TopekAREA, a penetrating survey-in-depth of the viewing habits of this dynamic region, made during Jan.-Feb. 1955 for Kansas State College.

A copy of this provocative work is yours for the asking. Just call your Capper man or write Topeka.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-
ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

Dayton's TOP Hooper-Rated Station
WONE
RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER
One of the Nation's Great Independent Stations
980 KC • 5,000 WATTS
PHONE HEADLEY REED CO.
DAYTON, O.
"THE CITY BEAUTIFUL"

is now blueprinting other ventures into football and the feature film field.

The current fiscal year, which started May 1, calls for a broadcast outlay of between $950,000-$1 million (compared to $500,000 last year), with perhaps two-thirds of that in television.

Under Oklahoma policy the broadcasting budget is allocated roughly on the basis of one cent for every gallon of gasoline sold. Thus, it may be ascertained that, until the start of the new fiscal year, Oklahoma previously sold some 70 million gallons calling for a radio-tv budget until then of $7-$7.5 million and gross revenue of about $21 million for gasoline alone (on the basis of 30¢ for regular, 32¢ for Ethyl, compared to a penny or two more for other name brands).

The organization, which actually comprises separate companies and divisions for different products, has come a long way since 1952 when it spent about $250,000 for all advertising. The proof of its radio-television success lies in the opening of new Oklahoma service stations, its identification with baseball, the popularity of its merchandise-for-coupons gimmick and the way Oklahoma maps new plans for cultivating new friends in the twin electronic media and enticing them to stop in at stations and "buy a tankful."

Until recently, Oklahoma seemed content to buy radio spots and some tired old celluloids as well as a tv sports show and a nightly 5-minute commentary by *Chicago Daily News* columnist Tony Weitzel on WNBQ (TV). It also sniffed out direct leads on tv through Tom Duggan's evening commentary for its oil conversion units when it appeared advisable to eliminate its heating division. These efforts were spotty, at best, until Oklahoma got wind of a real buy apparently mulled over but abandoned by a competitor.

It proved a fortuitous circumstance last fall when Liggett & Myers (Chesterfield cigarettes) decided not to renew co-sponsorship of all Chicago White Sox and Cubs home daytime games on television. The word was out that Standard Oil Co. (of Indiana) had taken an option on the games, or at least had agreed to think it over. Oklahoma's Maryland Adv. Agency wasted no time in signing on the dotted line shortly after it got word that Standard passed it up through D'Arcy Adv. Co., which, coincidentally, also is located in Chicago's Willoughby Towers at 8 S. Michigan Ave.

Thus, Oklahoma joined Hamm Brewing Co. (Hamm's beer), a repeater, in underwriting the games on WGN-TV Chicago for the 1955-56 season. Not content with that arrangement, Maryland also contrived to make it a party of four sponsors* on radio broadcasts of all White Sox games on WCFL under a $500,000 multiple package deal that also included Notre Dame and Chicago Cardinals football, Chicago Blackhawks hockey and the *Bob Elson Show* from Chicago's Ambassador East Hotel Pump Room during the off-season.

Only recently Oklahoma, under another name (Southside Petroleum Co.), negotiated what may be regarded in the trade as a minor coup by picking up sponsorship of

* The others: General Finance Co., Coca-Cola & General Cigar Co.

Wow! too hot to hold - Plate as is!! Frank

# FEATURES starring AUTRY/ROGERS SMASH SATURDAY DAYTIME RATING RECORDS, first time out

## Tough Network Leaders Toppled in Market after Market!

**INDIANAPOLIS** (Saturday, 11:30 A.M.-12:30 P.M.) **14.1**
MCA TV's hour-long Western Film package tops tough network competitors by 145%, 61% and 444% respectively! (ARB, July 1955) three

**COLUMBUS** (Saturday, 9:30—10:30 A.M.) **12.9**
rating The biggest ever earned in the period. Jumped sets-in-use 75%! Almost *triple* the previous rating for the time spot! (ARB, June 1955)

**HOUSTON** (Saturday, 12:00-1:00 P.M.) **14.9**
Beats the top-rated Saturday afternoon network show by 144% — catapults time period rating *first time out* from 8.1 to 14.9! (ARB, July 1955)

**56 hour-long features starring GENE AUTRY**
**67 hour-long features starring ROY ROGERS**

*Stampede* the audience to these double-barreled hits in the market of your choice. Terrific ratings—available *now!* Call MCA *today.*
or markets

Job No. 7917 — MCA-TV Mag Ad
46410 AT 8763 Proof A

MCA TV
Film Syndication

SOLD 113 Markets

America's No. 1 distributor of television film programs

9370 Santa Monica Blvd., Beverly Hills

WBBM newscaster John Harrington's daily early morning stint, after dropping *Dick Bingham & the News* on the same CBS o&o outlet.

In accomplishing this feat, Oklahoma managed to capture a prime local news period which, for the past 15 years, had been held down by Procter & Gamble's American Family soap products.

Time seems to have cooled Oklahoma's enthusiasm only for the hockey phase (for which the Chicago sports fan's interest also has diminished perceptibly), which will be dropped this fall-winter season, and perhaps the Cardinals, though the latter is not definite. At this writing, Oklahoma is reported considering a spot schedule on WCFL. Under a new WCFL-four sponsor pact, Irish Basketball Network games will be made available to Oklahoma and the others in place of hockey.

Since Oklahoma would like some football continuity this fall on tv, it is only natural that it would look into the possibility of picking up the Big Ten-NCAA regional pigskin slate on CBS-TV or part of the NCAA national schedule on NBC-TV being offered for local co-op sale.

But even if these fail to materialize, there are the Irish Football and Basketball Network games (football runs an estimated $100,000) to go along with baseball on radio-tv (at $350,000 for 52 weeks—the pact was signed recently), the Duggan and Harrington programs (a combined $150,000), and a new feature film series (at $350,000 for 52 weeks).

One of Oklahoma's most ambitious projects, fresh off the drawing boards, involves plans for what it tentatively calls its *Oklahoma Drive-In Theatre*. Scheduled for a Sept. 25 debut on WGN-TV (8-10 p.m.), this would be no ordinary re-entry into the feature film field. Oklahoma foresees not only first-run movies from the J. Arthur Rank stable, but shorts and news consistent with a typical movie theatre program. Robert Oakley, vice president of Maryland Adv. Agency, has been screening available properties, most of them of relatively recent vintage (released since 1951).

Some of Oklahoma's pioneering in electronic media (aside from radio spots) was done on behalf of its heating division in tired late movies but without any gratifying success, or at least enough to warrant a substantial sum on tv. And then the organization turned from oil and gas on old movies to Tom Duggan, whose late-evening program on WBKB (TV) has since become one of the station's most profitable strips. On it Mr. Duggan deals out a liberal potion of sports results, interviews, and answers to viewers' questions.

At the outset, over a year ago, Oklahoma bought a 15-minute segment to hypo its oil conversion unit sales. Oklahoma heating division representatives uncovered enough specific direct leads to make its continued participation worthwhile.

The film commercials, which were devised and produced at Kling Film Productions Studios in Chicago (for about $30,000), are usually combined with live commentaries. The audio messages in Chicago are delivered by any of a number of announcers (including Bob Elson and Don Wells, WCFL and the Chicago White Sox Baseball Network; Harry Creighton, WGN-TV; Tom Duggan and Frank Sweeney, WBKB, and John Harrington, WBBM).

Oklahoma Oil Co. has made a name for itself ever since Joe Guilbeault owned a half dozen stations in 1937-38 and later bought out the Oklahoma Oil Products Corp. in 1945. At one time he also operated a franchise of Dixie petroleum operations. He actually has been in business since the end of World War II when he negotiated the purchase of the then Burakoff station chain.

As long as consumers take advantage of the prize coupons and consult one of the three premium stores for the valuable merchandise; as long as they stop in for a "tankful" of gasoline; as long as they check the Oklahoma Fuel Oil Div. of the Southside Petroleum Co. for a "special fuel oil agreement" and easy budget terms with "small monthly payments" and "automatic keep-fill service"; and as long as they identify Oklahoma with baseball, football and feature films—Mr. Guilbeault appears to be gratified with Oklahoma's bid to merely survive its own "growth area" and sustain volume on all product fronts.

The average Chicago listener or viewer only knows that he likes baseball, football, newscasts and feature movies—and wants the chance to "stretch driving dollars" and reap valuable premium merchandise from the house that Joe Guilbeault built.

pass the pleasure!

WKHM does just that every week with the midwest's biggest football games . . .

UNIVERSITY OF MICHIGAN

NOTRE DAME

save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

represented by HEADLEY-REED

that's why everyone tunes to

WKHM

JACKSON, MICHIGAN

Frederick A. Knorr, President
John O. Gilbert, Managing Director

KNORR Broadcasting Corporation

# WJAR-TV 10

## PROVIDENCE

## OFFERS ADVERTISERS

### The Powerful Double AA Food Merchandising Program

### *YOUR PRODUCT GETS–*

✓Window Banners ✓Newspaper Ads
✓Point-of-Purchase Displays ✓Posters

Your product really gets **HOME** in the Southern New England Market ! Every aid to sell your product...and **177** Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

*GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE*

**Dominant 10**

PROVIDENCE ✓ RHODE ISLAND ✓ Represented by WEED ✓ TELEVISION

## On the Dotted Line . . .

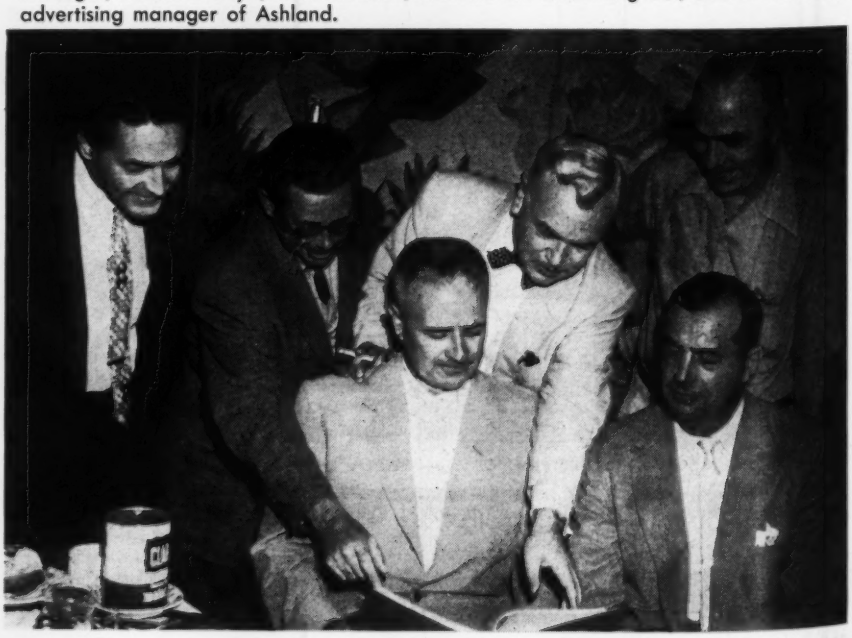
COMPLETE 10-game football schedule of Louisiana State U. will be broadcast over a seven-station network under joint sponsorship of Delta Insurance Co. and Kaiser Aluminum & Chemical Corp. Stations in the network are WJBO Baton Rouge, WWL New Orleans, KTBS Shreveport, KALB Alexandria, KVOL Lafayette, KLOU Lake Charles and KMLB Monroe.

At the signing: (l to r) seated, W. T. Brown, Kaiser; Kelly Maddox, WJBO general manager; David W. Thomas, Delta Insurance; standing, Glenn Weekly, Kaiser; Jim Corbett, LSU athletic director; John Ferguson, play-by-play announcer, and Johnny Daniel, Kaiser.

DON KELLERT, president and general manager of the professional Baltimore Colts, watches as National Brewing Co. (National Bohemian) President Jerold C. Hoffberger signs a contract to sponsor the Colts on radio and tv for the next five years. A football network set up for National Bohemian will cover Atlantic states from Pennsylvania to South Carolina.

FOR THE seventh straight year, WLAP Lexington, Ky., will broadcast all U. of Kentucky football and basketball games over the Ashland-Aetna Oil Sports Network, a hookup of 40 stations. Watching Gilmore N. Nunn, WLAP president sign the contract are: (l to r) J. H. Donley, general sales manager of Aetna Oil Co.; Jim McIntyre, WLAP sports director and play-by-play announcer of the Kentucky games; J. Ed Willis, WLAP general manager; Robert S. Boyd, radio director, Ashland Oil & Refining Co., and F. W. Munro, advertising manager of Ashland.

FIFTY-ONE STATIONS in Wisconsin, Michigan, Minnesota and Iowa will carry Green Bay Packers pro-football this fall, according to Wisconsin Network Inc., which is handling the arrangements. Co-sponsors will be Miller Brewing Co. and Clark Oil & Refining Corp., both of Milwaukee. Completing arrangements are: (l to r) seated, John Walter, WJPG Green Bay and president of Wisconsin Network; Verne Lewellen, general manager of Packers; standing, George F. Gill, assistant advertising manager, Miller Brewing; Edward G. Ball, vice president, Mathisson & Assoc. Inc., Milwaukee, agency representing both sponsoring firms; F. L. Zell, director of public relations, Clark Oil & Refining Corp., and Green Bay head coach Lisle Blackbourn.



DOUG ARTHUR

FRED KNIGHT

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BOB KNOX

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TOM DONAHUE

# TOP AIR SALESMEN *in Philadelphia*

**Combining STRONG LISTENERSHIP with SPONSOR APPEAL is a MAN-SIZE JOB. WIBG Announcers do BOTH effectively and consistently.**

Every WIBG sponsor also gets EXTRA PROMOTION BONUSES . . . Car Cards with sponsor credit throughout the year . . . 24 Sheet Billboards blanketing the complete Philadelphia market, Window Displays of Sponsor's Products right on busy traffic-heavy, center city Walnut St. PLUS hard hitting DIRECT MAIL to regularly scheduled lists.

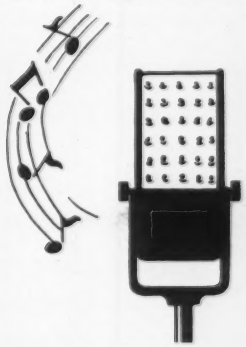
If you want to do a TOP SELLING JOB in Philadelphia you'll jump on the WIBG bandwagon. Just ask RADIO REPRESENTATIVES for the facts!

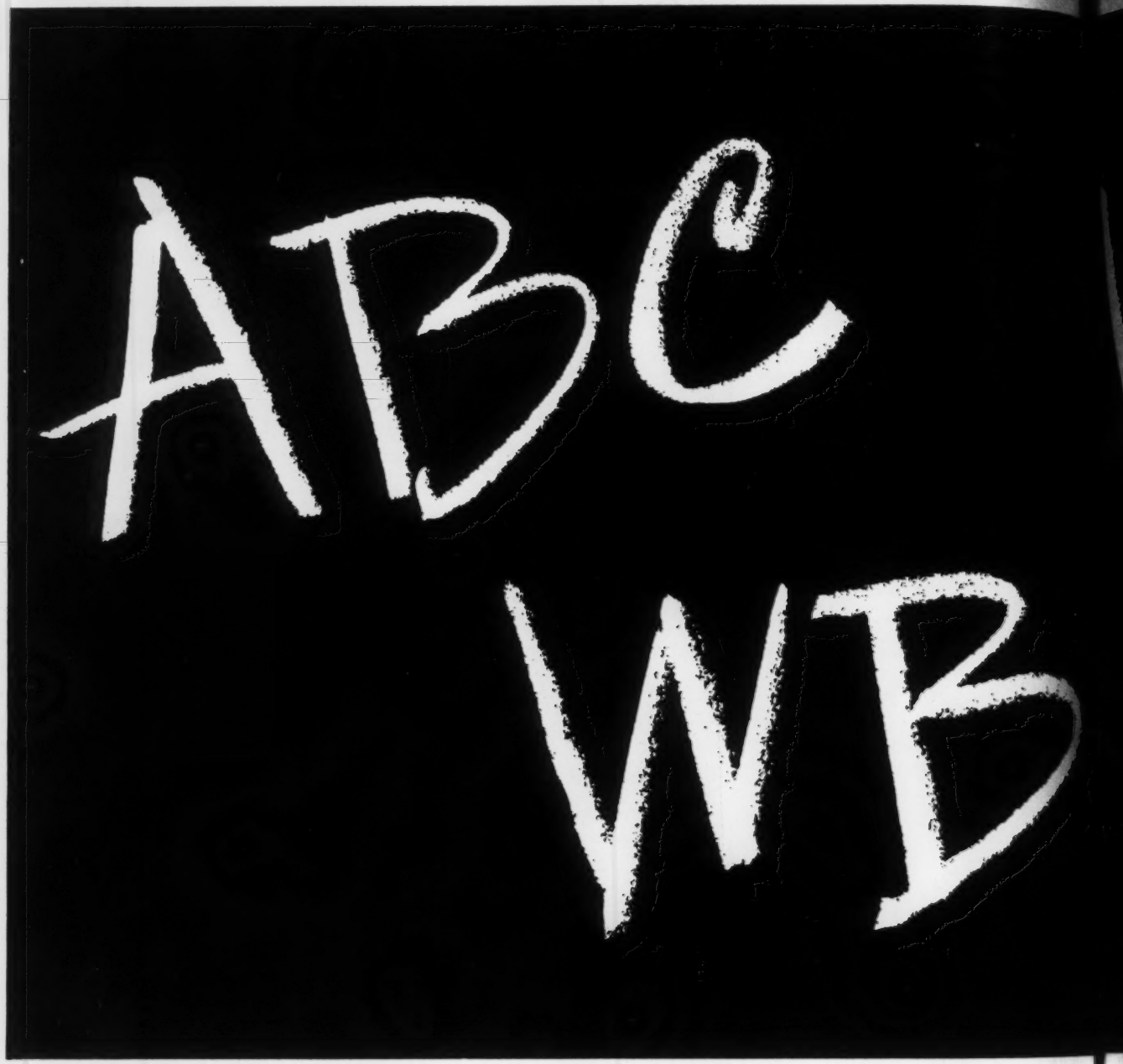
*pennsylvania's most powerful independent*

**WIBG**

**990** | **10,000 WATTS**

**PHILADELPHIA 2, PENNA. RI 6-2300**






# Put them all together— they spell a

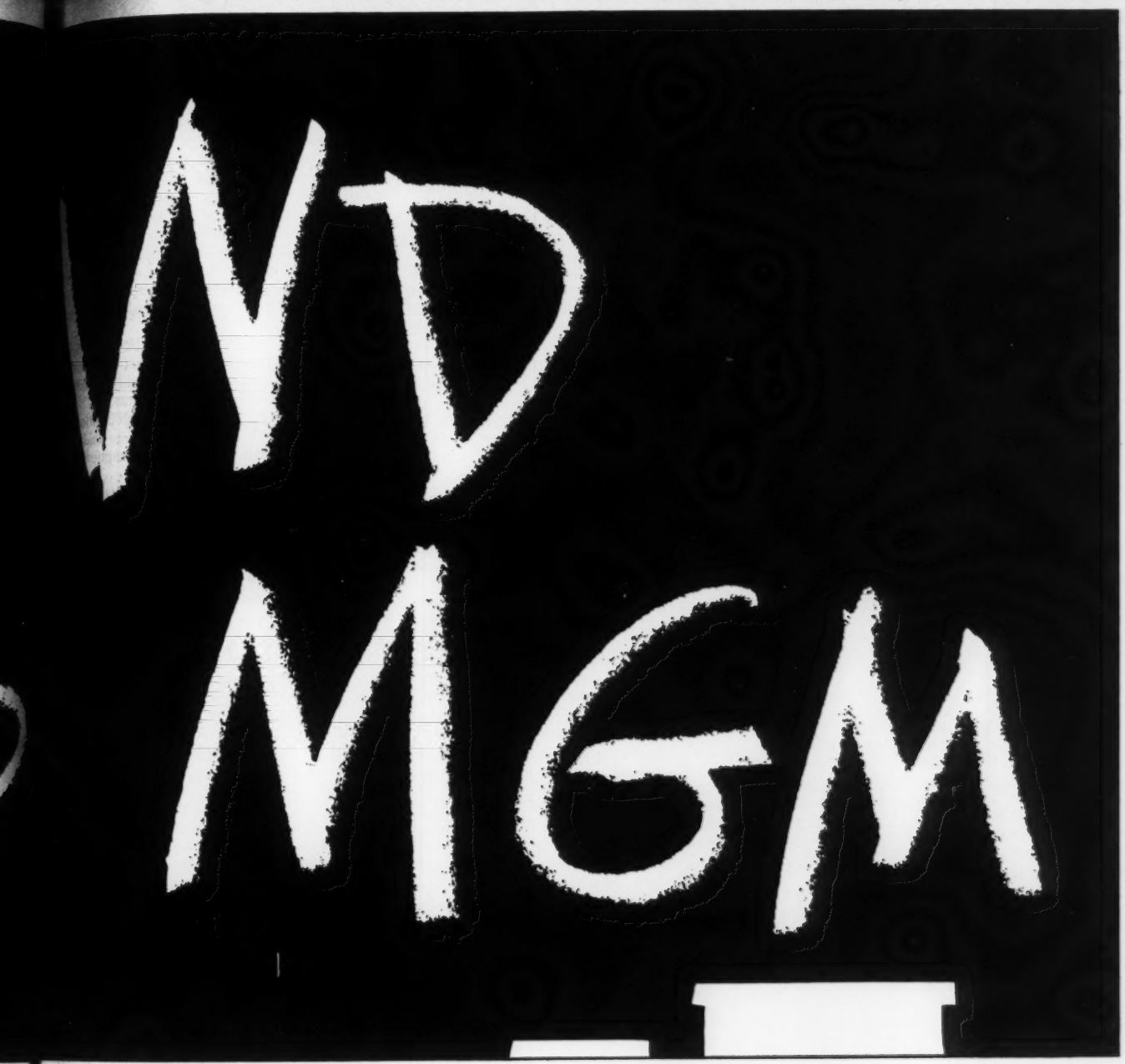
ABC and the movies have gotten together in a big way . . . and the result is new and compelling TV entertainment. It started last year with *DISNEYLAND.* The magic touch of Walt Disney created an extraordinary program . . . one of the top-ten, best-loved shows on the air.

Disney will be back this year, joined by two more Hollywood studios with major contributions to television. This Tuesday, *WARNER BROS. PRESENTS* premieres a series of specially produced television dramas based on three of their greatest pictures: "King's Row," "Cheyenne," "Casablanca."

On Wednesday, *MGM PARADE,* presents top Metro-Goldwyn-Mayer stars in scenes from their top movies – old, new, and still in the making.

All three of these programs will take audiences behind the scenes of their productions . . . for intimate glimpses of the stars at work and new films being made! Here is fresh, exciting television from the fresh, exciting television network . . . ABC.

*WD–Walt Disney WB–Warner Brothers M-G-M–Metro-Goldwyn-Mayer ABC–American Broadcasting Company*




# new high in television entertainment!

**And here's more top TV from ABC!**

| | |
|---|---|
| Danny Thomas | *(fall premiere Tuesday, Sept. 13)* |
| Du Pont Cavalcade Theater | *(premieres Tuesday, Sept. 13)* |
| Stop the Music | *(returns Thursday, Sept. 15)* |
| Down You Go | *(premieres Thursday, Sept. 15)* |
| Famous Film Festival | *(premieres Sunday, Sept. 18)* |
| Mickey Mouse Club | *(premieres Monday, Oct. 3)* |
| Crossroads | *(premieres Friday, Oct. 7)* |
| Life Is Worth Living | *(premieres Thursday, Oct. 13)* |

These are big days at

**ABC**

Television Network

# LONG, TORTUOUS LEGAL ROAD LOOMS FOR SUBSCRIPTION TV

**Final comments on issue filed at FCC last week with Jerrold Electronics saying it can break the code system. Many observers foresee lengthy proceedings before the FCC, even winding up in the courts.**

THE FCC has the subscription tv ball in its hands now—following last week's reply comments by advocates and opponents of pay-as-you-see-tv and the big question is:

• Will the Commission order a public hearing, complete with demonstrations, or will it move to formulate a policy without further palavar?

Most Washington observers feel that the subject is so broad and so fraught with revolutionary impact on the existing broadcast philosophy that the FCC must continue along the path of administrative procedure—full hearings, complete with direct testimony, cross examination, and demonstrations.

And, if hearings and the other paraphernalia of formal proceedings are entered into, then it is obvious that a proposed decision might be the first inkling of the Commission's thinking. But, this will entail oral argument for those who except to the tentative conclusions, before a final decision is forthcoming.

It is well within the realm of possibility, some circles believe, that the pay tv subject will eventually wind up in court. The end is far from in sight, these observers feel.

Last week's reply filings were from the principals involved in the controversy. On the one hand, the networks (except NBC), the Joint Committee on Toll Tv (motion picture exhibitors) and NARTB rebutted the proponents' arguments. On the other hand the advocates—Zenith, Skiatron and International Telemeter—countered the argument of the opponents.

New in the imbroglio was Jerrold Electronics Corp.'s challenge to pay tv adherents to participate in a demonstration of code breaking. Jerrold maintains that it can break codes proffered by the toll tv advocates. It asked the FCC to supervise such a test; said WCAU-TV Philadelphia had offered to transmit the scrambled signals for the demonstration.

### Plans Four Tests

Jerrold also officially announced plans to run a pay tv test over wire lines in four small sized cities—Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala., and Key West, Fla. It plans to use existing community television systems in those cities to determine concretely whether or not the public will "buy" tv programs.

The advocates of toll tv urged again that the FCC authorize the commercial operation of their systems "so the public can decide."

All three re-emphasized the alleged benefits to the public that will accrue from pay tv—better programs and programs not now seen on tv. They claimed advertisers were in favor of subscription tv, they attacked NBC and CBS for opposition to pay tv and they chided the networks for what they called the anomalous position in asking the government to protect their positions in broadcasting.

Zenith, in a satirical use of the words "black out" and "siphon"—used by opponents of pay tv to indicate what would happen to free tv if subscription tv was authorized—charged that the only opposition came from the networks and the motion picture exhibitors.

"NBC and CBS have continuously exercised their power to erect a fence around the broadcast industry to exclude newcomers who might give them effective competition," Zenith said.

The Zenith document referred to FCC financial data indicating that the networks and their 16 owned stations accounted for 52% of all tv revenues in 1954, while 394 other tv stations received only 48% of the revenues. It also declared that the networks and their owned stations "siphoned" off more than $36 million in profits, while the 302 post-freeze stations accumulated a loss of $14 million. Zenith also declared that NBC and CBS account for 85% of all network billings.

"The comments of the networks make it clear," Zenith said, "it is their opinion that, if they cannot provide service to the public or cannot provide the necessary revenues to broadcasters, the public should go without new and additional service and the broadcasters should go without revenue and programs."

In a discussion of network economics, Zenith said it was clear that the networks can do little to provide programs and revenues for more than the top 60 markets. It also declared that subscription tv—by furnishing new programs and revenues for stations—could reduce the "tremendous hold and influence the networks have over the television broadcasters."

Zenith repeated that it favors a restriction on the number of pay tv hours to 15% of a station's annual total broadcast time. It also iterated again that it would welcome a ban on advertising over pay tv channels. Zenith also twitted the opposition with inconsistency—that on one hand it doubted the economic success of pay tv, but on the other raised the spectre of debacle for free tv.

Zenith referred to suggestions that pay tv be tried over wire lines as a "diversionary" tactic. Wire lines for pay tv would be "so prohibitive," Zenith said, that the public would not be able to utilize it.

Using the term "black out," as put forth by pay tv opponents, Zenith claimed that even a reduction of 15% of free broadcast hours would not hurt the public (and in fact might be to its benefit).

"The public is obviously receiving the best of the exchange if it surrenders a limited number of second and third rate sponsored programs . . . in return for high quality box-office programs . . .", Zenith said.

In addition, Zenith said that already 20% of free broadcast time is blacked out. This 20% is the amount calculated by Zenith which is used for commercial announcements.

Zenith tabbed the fear that subscription tv would "siphon" all better programs and performers from free tv as a "presumption . . . not borne out by experience."

Talent and programs for pay tv would have to be better and different than those on free tv or the public will not "buy," Zenith said.

In answer to the charge that pay tv would have a "divisive" effect on the American public, Zenith said that "Every American family has the inalienable right to spend its income as it wishes . . ."

### Recommends Procedure

Zenith concluded its presentation with the recommendation that all systems of pay tv be authorized and that requirements be established on a case-by-case basis. It said it had no fear of "bootlegging" and that it would be a waste of time for the Commission to attempt to establish standards regarding the security of the various codes proposed by the advocates of pay tv. It claimed further hearings or pleadings were unnecessary and that the Commission should approve pay tv at once.

Skiatron claimed that the opponents of pay tv misstated its objectives. It said that the charge that subscription tv would violate the principle of free tv was erroneous. It referred to the statement by RCA's Brig. Gen. David Sarnoff that "Pay television violates the American concept of Freedom to Listen and Freedom to Look," as a misconstruction.

"It is not freedom to listen to and look at only those programs that the advertisers are willing to sponsor, but rather a freedom to listen to and see programs of any and all kinds furnished by broadcasters with or without charge," Skiatron stated.

Rebutting the claims that pay tv would divide the American public—in that some who could not afford to pay would be "second class citizens," Skiatron charged that this was a "myth."

"It [this premise] smacks of that type of enforced levelling that we commonly associate with the countries lying east of the Iron Curtain," Skiatron said.

The FCC does have the power to authorize pay tv, Skiatron said, and the question of pay tv need not be held up until Congress expresses itself. Congress established the FCC for the purpose of making such decisions, Skiatron declared.

In answer to the allegations that programs and stars would flee free tv for pay tv, Skiatron frankly admitted that possibility. But, it added:

"It may well be that the captive audiences now enjoyed by the networks may be reduced. It may even be that programs such as *I Love Lucy* may drop slightly in their ratings. It may even be that the cost of advertising by television may increase over its present average of seven-tenths of one cent per household. None of these occurrences, the networks to the con-

## NARTB Protests

FCC clearance for the subscription television test requested by WFMZ-TV Allentown, Pa. [B•T, Aug. 1], would be pre-judging the issue of pay tv, NARTB told the FCC last week.

In filing its opposition to the uhf station's plan (WFMZ-TV holds a grant for ch. 67; it suspended operation last April), the broadcasters' association allied itself with WLEV-TV Bethlehem, Pa., and the Joint Committee on Toll Tv [B•T, Sept. 5].

"Irrespective of the technical defects of the alleged operation . . . no commercial authorization should be given at this time as it will pre-judge one of the basic issues in the pending rule-making proceeding," NARTB said.

It was referring, NARTB said, to the question whether or not pay tv constitutes a broadcast service.

The operation of a single subscription tv station "under abnormal conditions" can prove nothing, the trade association claimed.

WFMZ-TV asked the FCC to permit it to become a guinea pig for pay tv for a three year period. It proposed to carry scrambled, pay tv programs 56% of the time, with the remainder devoted to regular tv service.

# looking for coverage ?...

## look to wfmy-tv!

Tee off to greater sales—greater profits—in the prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. WFMY-TV is the *only* CBS television outlet in the Prosperous Piedmont that completely covers this booming 46 county market area.

Here some 2 million potential customers for your product have $2.3 billion to spend. Last year they spent in excess of $1.5 billion on retail purchases alone.

Full 100,000 watts power, nearly six years of successful TV selling experience plus tops in CBS (basic) network programming add up to record breaking sales for your product in the Prosperous Piedmont.

**For full information call or write your H-R-P man today.**

**wfmy-tv**

*Channel 2*

**GREENSBORO, N. C.**

*Represented by*

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS

**Now In Our Sixth Year**

trary, are in and of themselves against the public interest. The compensating advantage of an entertainment and educational medium built upon the direct support of the public rather than on the by-products of the sales of beer and soap and deodorants may be more in the public interest than the ability to advertise on television at its present costs. One can indeed wonder whether America's progress in literature or the stage or the arts would have reached its present heights had the progress of these arts depended upon the support of advertising sponsors. Our free press could scarcely have attained its present position had its revenue been derived solely from advertisers. A true freedom of the air would, perhaps, open the air to others than advertisers, to men and women who in other fields have pitted their abilities to amuse, to entertain, to instruct against the willingness of a public to pay for their talents."

Skiatron emphasized that it was not seeking exclusive use of broadcast frequencies, but only those frequencies not now being used.

International Telemeter, which is a subsidiary of Paramount Pictures, was the only proponent which, in addition to rebutting the opposition, also reviewed its own proposals with those of the other two advocates. ITC said its system is efficient, secure, simple and convenient—thus superior to Zenith's and Skiatron's. It urged the adoption of its coin-box method, as against the other two systems.

ITC also claimed that the opposition came from "entrenched interests." After charging that networks have a monopoly hold on tv broadcasting, ITC went on:

"If it [pay tv] succeeds, the network control of the industry can be broken and independence can be restored to the stations."

To recommendations that Congress speak its mind on the subject, ITC answered that this is a function Congress is not equipped to perform. The Commission was established by Congress in order to consider problems such as this, ITC said.

Referring to its development work in putting two programs on a single channel, Telemeter held that its research to date "indicates that the techniques employed . . . do possess substantial promise of being able to provide ultimately for full dual channel use." This would answer the claim that pay tv would "black out" a tv channel as far as the public is concerned.

Telemeter held that pay tv would contribute to the use of more tv channels by bringing income and programs to stations, thus making unused frequencies more valuable.

### Question of Advertising

Respecting charges that pay tv would include commercial announcements or sponsored programs, ITC said it did not believe this would happen. However, it said, it would not object to "reasonable regulations" regarding advertising.

Telemeter tabbed the proposal that pay tv use wire lines as discrimination, since that would deprive rural areas of this service.

The entry of Jerrold as a proponent of pay tv—but through the use of community tv wire lines—had been foreshadowed by announcements and statements during the past few weeks.

Jerrold believes that subscription tv has a place in the tv field, its president, Milton J. Shapp, told a Washington news conference last Thursday, but agrees with opponents that that place is not on broadcast frequencies.

Jerrold is a major manufacturer of community tv apparatus, and has been active in that field for the last five years.

Jerrold's formal comments made two points:

It claimed that there was no security in any of the proposed codes for scrambling the tv picture over the air. It asked the FCC to set up a demonstration of the codes and offered to show how "easily" they could be broken.

Jerrold said that WCAU-TV Philadelphia had volunteered to assist in this test by broadcasting the scrambled pictures of all three pay tv systems.

In order to determine how the public really feels about pay tv, Jerrold announced it was planning to establish a pay tv service in the four communities of Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala., and Key West, Fla.

Using the facilities of the community tv systems there, Mr. Shapp said that Jerrold would engage in program distribution—using an extra channel not now utilized in the antenna systems. Jerrold has been negotiating with producers and promoters, Mr. Shapp said, but he refused to identify the people or expand on the terms. He said he was certain that something would be worked out, but felt he could not go beyond that at the present time.

Jerrold will also wire two large cities, with populations of 150,000 (but unidentified otherwise), it announced at the news conference. Both would contain provisions for pay tv, it was said. An engineering study has been initiated in a city with a population exceeding one million, Mr. Shapp said.

In a study of the comparative costs of broadcast pay tv and wired pay tv, Jerrold said that a 40% saturation for pay tv would cost a family $83.50 for equipment and installation on a wired system compared with $90-$100 for

The New Look at KBTV Denver

DENVER'S KBTV CHANNEL 9

"The Prettiest Picture in Denver"

will be the only TV station to ever dominate the nation's 24th market for 3 solid hours Monday thru Friday

CORKY'S CLUB
4:00 to 5:00 P.M. Monday thru Friday

MICKEY MOUSE CLUB
5:00 to 6:00 P.M. Monday thru Friday

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|---|---|---|---|---|---|
| 6:00-6:30 | ANNIE OAKLEY | SUPERMAN | SKY KING | HOPALONG CASSIDY | LONE RANGER |
| 6:30-7:00 | VOICE OF FIRESTONE | AMOS & ANDY | DISNEY-LAND | JUNGLE JIM | RIN TIN TIN |

Fall Availabilities NOW BEING BOOKED!

JOHN C. MULLINS
President

JOE HEROLD
Station Manager

KBTV

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*Free & Peters, Inc.*
*National Representative*

**NOTE:** While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

St. Paul 3M Minnesota

equipment and installation of a decoder.

The establishment of pay tv on broadcast channels, Jerrold maintained, would create a "giant" monopoly in the servicing field.

Jerrold urged the use of a "season ticket" billing system rather than a per-program charge. This would alleviate the problems of billings and collection, it maintained.

The replies of the opponents of subscription television took various forms but they were agreed on several fronts:

CBS called for the FCC to dismiss the petitions for pay tv on the ground that they would, if successful "spell the destruction of the best values of free television." Pay tv is inherently adverse to the public interest, CBS said, because it would "black out" free channels, divide the viewing audiences along economic lines and "siphon" program material away from free tv and radio.

CBS also questioned the legality of the Commission's power to authorize pay tv, and charged that it was significant that pay tv program proposals were "vague generalities."

Answering recommendations by pay tv proponents that the Commission limit pay tv hours (Zenith suggested 15% of total annual broadcast time; Skiatron 35 hours per week), CBS said this ignored "qualitative differences among programs as well as among time periods." In both instances, CBS pointed out, pay tv could preempt Class A viewing hours—7:30-10:30 p.m. five days a week throughout the year.

### Sees Full Scale Hearing

After repeating its doubts regarding the legality of the Commission authorizing pay tv on broadcast channels, CBS maintained that a full evidentiary hearing is required unless its recommendation that the petitions be dismissed is adopted.

Not only must the FCC hold hearings to determine the suggestions made by Jerrold that wire be used for closed-circuit pay tv, CBS said, but unanswered is the "big question" as to what the new service would cost the public.

"The estimates which are given as to various items of cost are in some cases, according to our technical advice, open to serious question," CBS said.

CBS concluded:

". . . Television in the United States is paying enormous sums of money for the programs which are presented to the American people. The intellectual, artistic and technical resources of the country are engaged in furnishing these programs. There are no unplowed fields. This is why the proponents of pay television, after they have polished the glitter on their generalities, are reduced to talking about sports events, motion pictures and dramatic presentations — precisely what the American public is getting at the present time and precisely what is coming to the American people in improved quality and from more diversified sources every day that goes by."

ABC repeated its legal argument that the Commission should not act until and unless Congress laid out the ground rules. It called for the Commission to establish a Board of Commissioners to investigate the whole question of subscription tv and report its findings to Congress.

NARTB also urged that the FCC take no action until Congress directs the move one way or the other. It repeated its former position that pay tv would destroy free tv. NARTB said: "Under a system of subscription television, however, the public undoubtedly will be at the mercy of a power which must and cannot be ignored. With talent in flight, the free broadcaster, who heretofore has served the public without regard to the individual's economic status will be forced to either join the ranks of subscription or go to the wall. In either event free television will disappear from the American scene and a divisive force set in motion among the American people."

NBC's failure to file reply comments was a surprise. It was understood, however, that NBC felt it had stated the network's case in the initial filing and that a reply was unnecessary.

The Joint Committee on Toll Tv re-emphasized its position that Congressional legislation is needed before toll tv may be authorized. It charged that the "facts" presented by pay tv advocates were "pure speculation."

In a section devoted to the engineering aspects of pay tv, the Joint Committee held that insufficient engineering facts had been presented. Among the items listed as vague were (a) costs of decoders, (b) effect of decoders on regular reception, (c) lack of security, (d) lack of compatibility among the three different systems of pay tv proposed.

The Joint Committee said that the practicability of a universal decoder, as suggested by Jerrold, was "within the realm of possibility."

In discussing the various proposals by pay tv advocates for the establishment of franchises in various markets, the Joint Committee declared that the qualifications of these entrepreneurs should be checked by the FCC.

"The inherent defect in the proposal to authorize pay-to-see tv is that a successful toll tv system would supplant rather than supplement free tv," the Joint Committee said.

The Joint Committee also questioned the sincerity of pay tv proposals that advertising be banned on subscription tv programs. This is "carrying bilge water on both shoulders," the Joint Committee said. It claimed that toll tv proponents have told certain groups there would be no commercials, and told other groups (such as sponsors and advertising agencies) that there would be advertising.

# CBS FAVORED FOR ST. LOUIS CHANNEL

## Examiner Donahue's recommendation puts network's bid ahead of four other applicants for long-contested ch. 11.

CBS last week was recommended for ch. 11 at St. Louis by FCC Examiner Thomas H. Donahue, who said "In every significant respect [the network] has been found to be the better qualified applicant."

In handing down his initial decision, Examiner Donahue denied four other applicants who are seeking St. Louis' only remaining vhf assignment. They are: St. Louis Telecast Inc., composed of St. Louis U. (WEW) and local businessmen; 220 Television Inc., owned mainly by hotel interests plus radio-tv management consultant Howard S. Frazier, and Broadcast House Inc., operator of former uhf KSTM-TV St. Louis, which was on ch. 36 (now assigned to KTVI [TV]).

A fourth applicant, St. Louis Amusement Co., owned by theatre interests, did not participate in the hearing, the examiner said, and therefore was held in default. St. Louis Amusement challenged the legality of CBS participation in the proceeding and sought court relief which was denied. The applicant declared it would not participate further as long as CBS was a party in the proceeding.

The examiner found CBS superior to the other ch. 11 applicants in the areas of: background and experience; record of public service; assessment of community needs, and assurance of effectuation of proposals. He also awarded the network a slight preference because of color proposals.

Applicant 220 Tv also was given the same color preference. In this regard, however, Mr. Donahue said, "Color proposals are at best a slim ground for preference; a ground not substantial enough to warrant distinctions concerning color sources or dates when such broadcasts would originate."

As far as background and experience factor is concerned, Mr. Donahue said "CBS is a giant among pygmies."

A point raised by each of the applicants opposing CBS is that they should be preferred because grant of ch. 11 to the network would conflict with FCC's policy of diversification of the media of mass communications.

In Mr. Donahue's initial ruling, he conceded that grant to CBS "would do nothing" to serve that policy, but he added: "It must however, be recognized that network broadcasting is the warp in the fabric of American broadcasting. Constituted as that system of broadcasting is, network operation is vital to its success. The fact that owned and operated stations in major markets are, in turn, vital to the success of network operation has been recognized by the Commission . . ."

The examiner further said grant to CBS "would tend to equalize an imbalance in the distribution of owned and operated stations among national networks."

In evaluating the diversification policy, the examiner said that grant to CBS "would not result in any tight centralization of local informational media in the hands of one individual or group."

"It should also be pointed out," Mr. Donahue stated, "that here CBS seeks a station of its choice not by purchase where competition is not present but by entering the arena of a competitive proceeding and laying its record on the line . . ."

"Ironically enough," he said, CBS' "only significant weakness is its size. Its record here is admirable considering the evils that size often begets . . ."

Mr. Donahue said there are only two preference points standing against CBS—superior local ownership, a point enjoyed by all other applicants, and superiority of integration of ownership with management. He concluded that "except for the policy consideration that may favor local applicants, there are no preferences" established by the other applicants that affects the "very substantial conclusions of superiority" awarded CBS.

In connection with the policy of local ownership, the examiner found that those considerations which bar application of the diversification policy also "preclude any significance of a disqualifying nature" being attached to the FCC's policy of promoting competition with regards to local ownership.

Broadcast House (former KSTM-TV) was allowed into the proceeding after the Appeals Court reversed an FCC decision. Broadcast House applied for ch. 11 while it still was permittee of ch. 36 and the FCC dismissed the application because of "channel straddling."

An issue raised by Broadcast House is that its proposals to serve part of Illinois as well as St. Louis requires that the FCC grant the channel to it under Sec. 307 (b) of the Communications Act. Mr. Donahue said this "contention is unsound" and represents rules "used out of context." The examiner further said there is no "magic formula" composed of Sec. 307 (b) that results in automatic grant.

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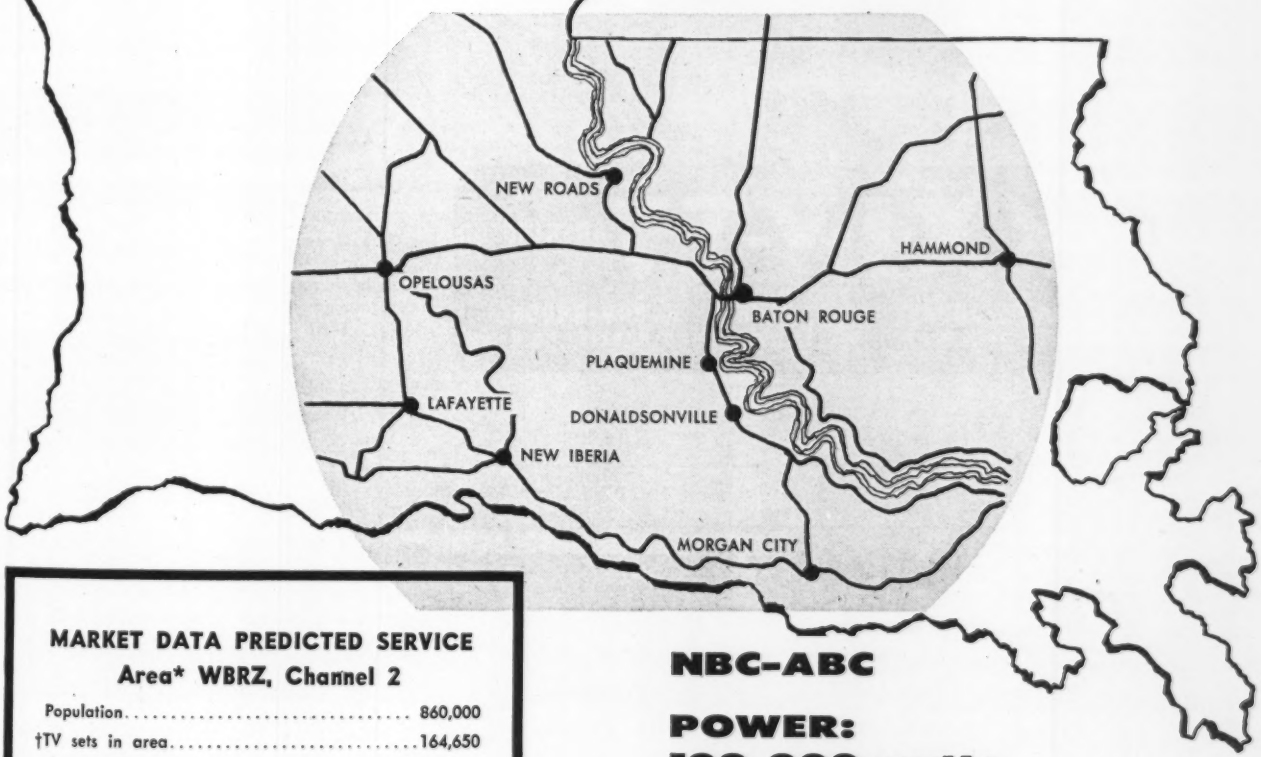
# WBRZ Channel 2

## BATON ROUGE, LOUISIANA

*The only TV station completely covering the rich heartland of Louisiana*




**MARKET DATA PREDICTED SERVICE**
**Area* WBRZ, Channel 2**

| | |
|---|---|
| Population | 860,000 |
| †TV sets in area | 164,650 |
| Effective Buying Power | $899,481,000 |
| Retail Sales | $580,937,000 |
| Food Sales | $129,460,000 |
| Automotive Sales | $122,571,000 |
| Drug Sales | $ 16,371,000 |

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

**NBC-ABC**

**POWER: 100,000 watts**

**MORE TOWER: 1001 ft. 6 inches**

**Largest TV Antenna in the United States 12 Bays—Channel 2**

Represented by Hollingbery

# $899,481,000.00 Effective Buying Power!

# 1816 MAIL COUNT 2 "B" TIME SPOTS KXLY-TV!

In May of this year, the Fresh Milk Division of the Carnation Company, ran two, one-minute "B" time spots on their popular juvenile show, "Range Rider", for a special offer.
The results were phenomenal. 1816 individual pieces of mail were received from all parts of the Spokane Market. Such response as 25 from Wenatchee, 34 from Moses Lake, 638 Spokane City, 42 from the Tri-City area, 11 from Walla Walla, 51 from Coeur d'Alene, 30 from Sandpoint, 51 from Kalispell and Libby, Montana, 26 from LaGrande and Baker, Oregon and 6 from British Columbia . . . . offer indisputable proof of a tremendous coverage and a vast listening audience.

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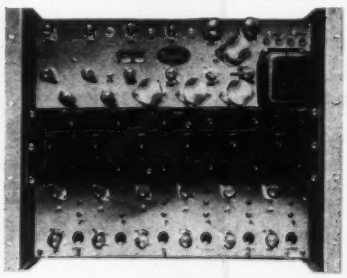

**A video test signal generator for quick and accurate frequency response checks of complete television systems, distribution networks, or components. Individual oscillators provide 13 discrete bursts of sinusoidal frequencies from 0.5 to 6.0 mc, in six overlapping ranges. Produces any six frequencies simultaneously. Adjustable sync pulse, blanking pedestal, and white reference level.**

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ESTABLISHED 1920
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## Three Ams, Three Fms Granted by Commission

PERMITS for three new ams and three new fms were granted by the FCC last week. Three of the stations will be located on the West Coast.

Granted were:

• Permission for Morris Mindel to build an am in Bakersfield, Calif., to operate on 1490 kc with 250 w unlimited. Mr. Mindel is 50% owner of KGST Fresno, Calif.

• Am in Marietta, Ga., to be operated on 1050 kc, 500 w daytime only by Marietta Broadcasting Co. President Dudley D. McCaskill was formerly an announcer-salesman for WFOM Marietta and Vice President James M. Wilder was at one time an engineer for WBML Macon, Ga.

• Am in Hermiston, Ore., to be operated on 1570 kc, 250 w daytime. Owners are Mr. and Mrs. Carl F. Knierim.

• Planned Music Inc. permission for an fm station in Los Angeles on 105.9 mc with effective radiated power of 17 kw and antenna 700 ft. above average terrain. Principals Elias Schwartz and William Scott operate a background music service under name of Music Craftsmen.

• Williams Fm Service to operate an fm station in Indianapolis on 95.5 mc with ERP of 15 kw and antenna 200 ft. above average terrain. Martin R. Williams Sr., 55% owner, is a consulting radio engineer.

• Amherst College, Amherst, Mass., to operate a non-commercial educational fm station on 88.1 mc with 10 w ERP.

## WTOP Opposes WABJ Shift, Cites Conflict with WJBK

WTOP Washington last week asked the FCC to dismiss the request of WABJ Adrian, Mich., for extension of program test authority on 1490 kc because this authority conflicts with a frequency shift sought by WJBK Detroit.

WABJ is seeking a move from 1500 kc daytime to 1490 kc fulltime. This switch is contingent on the move of WJBK from 1490 kc to 1500 kc.

WTOP and KSTP St. Paul, both on 1500 kc, have objected to the operation of WJBK on 1500 kc, claiming the latter station is violating terms of its permit in not providing proper signal protection. WJBK has denied this. Last week WTOP asserted the WABJ request should not be acted upon independently of the WJBK matter. Both WJBK and WABJ were granted program test authorities for their respective operations last July 1.

## WLEX-TV Backs 5,000 Kw In After-Deadline Comment

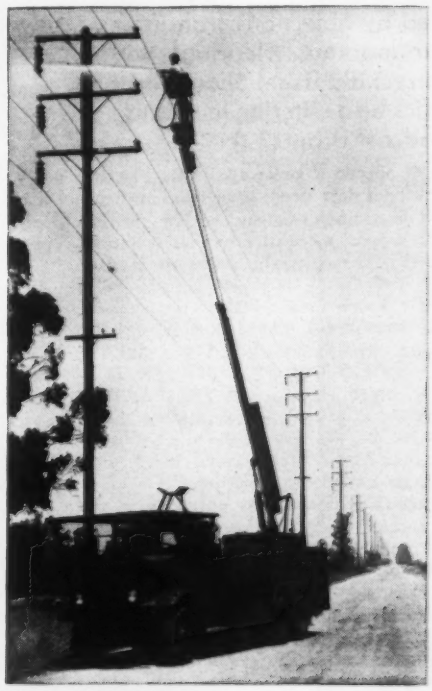
SUPPORT for FCC's proposal to increase the maximum power of uhf stations from 1,000 kw to 5,000 kw was submitted to the Commission last week by ch. 18 WLEX-TV Lexington, Ky., a week after deadline for comments.

The FCC measure, designed to aid uhf, has received only slight industry attention, presumably because the costs involved offset any advantages and that, by itself, the 5,000 kw proposal is not enough [B•T, Sept. 5].

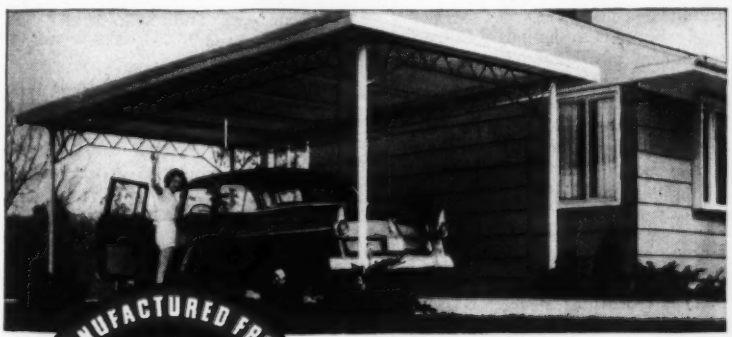
WLEX-TV said it has been following high-power operation of other uhf stations and "believes that the development and authorization of high-power amplifiers should be encouraged by the Commission in order to make possible, on a nationwide basis, the transmission of uhf signals of greater strength. . . ."

# Only STEEL can do so many jobs so well

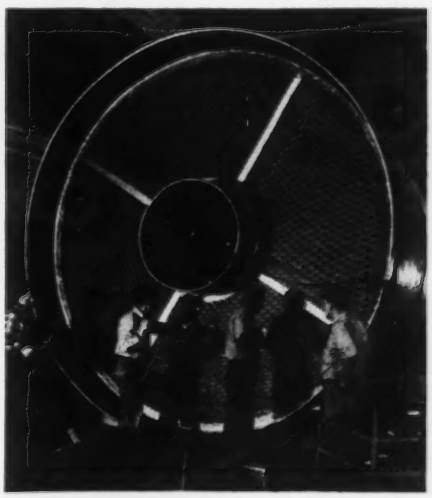
**Do It Yourself—The Easy Way.** Steel power tools have made it possible for the amateur to make high-quality furniture. With a true-running saw, for example, you can be sure of precise cuts and tight joints. Multi-purpose steel power tools furnish the accuracy and remove the drudgery from workshop projects.



**This Monkey Shines** in the eyes of the public utility men. They actually call it an industrial monkey, and it's made from USS National Seamless Mechanical Tubing. The monkey swivels, goes up and down, and will turn in a complete circle. The tubing is pierced from a solid billet of steel.



**Install Your Own Carport.** Two men, without special training, can erect this all-steel carport in a matter of hours. The lightweight steel structural members and roof sheets are rigid and strong . . . and they'll look like new ten years from now.



**It Looks Like A Sieve,** but it's really a USS Stainless Steel Plate fabricated for a chemical company. The plate contains 25,400 holes, and each hole supports a piece of tubing. It's made from Stainless Steel because no other material has such a unique combination of corrosion and heat resistance, along with high strength.

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**See the United States Steel Hour.** It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

# FCC FACES 'ECONOMIC IMPACT' TEST

**WHLN Harlan, Ky., claim of economic injury as result of grant to WKYV there is followed by objections from four other markets. Hearings will resurrect old issue: Should economics be a criterion in making broadcast grants?**

THE FCC opened a new page in its 21-year-old policy book last week when it began hearings to determine whether a city is big enough to support more than one radio station.

At issue is the economic status of Harlan, Ky.

The case arose when WHLN Harlan protested the uncontested grant last May of 1 kw daytime on 1410 kc to what is now WKYV Harlan.

WHLN, which operates with 250 w on 1230 kc and holds a construction permit for 1 kw day on 1280 kc, objected to the WKYV grant on the ground that Harlan could barely support a single station, let alone two.

If a second station begins operating in the Kentucky coal region, WHLN said, both outlets will probably succumb. This will deprive the public of any local broadcast service, the station declared.

The Harlan hearings began last Thursday before Examiner Basil P. Cooper.

This is the first of four similar cases. The others involve Cleveland, Tenn.; Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

In Cleveland, existing station WBAC protested the new station authorization of Southeastern Enterprises; in Laurel, WLAU objected to the grant of new station WPWR; in Tipton, WWGS opposed the grant of WTIF, and in Statesville, WSIC protested the grant of WDBM.

### Insufficient Support

The basic objections in all these is that the markets cannot support another broadcast station and that advertising revenues are not sufficient to permit two stations to operate at a profit.

All the hearings will be held this fall.

It was not too long ago that the FCC held that the economics of a market were not a criterion in judging whether to approve an application for a broadcast facility.

On general principles, the Commission said, the FCC had no warrant to weigh the financial impact an additional station or two would have on an existing station.

If a facility was available, this policy held, and if an applicant met the tests of legal, financial and technical qualification, then the FCC had no right to deny the application.

But, recently, particularly since the advent of uhf television and its unhappy experiences in trying to win audiences in vhf markets, the Commission has begun to question the validity of this no-economic-holds-barred philosophy.

Basic to this reasoning is this: Since all broadcast grants are made in the public interest, can the possibility that the public might suffer the loss of its only service—if a second station is authorized and both go under—be considered beneficial?

The answer to this, in some Commissioners' minds, is no. This is how both FCC Comrs. Rosel H. Hyde and Robert E. Lee have expressed themselves in recent months.

This attitude is not a new one, however.

During the reign of the Federal Radio Commission (1927-1934), it was accepted practice for the commissioners to weigh economic factors when faced with an application for a new station.

This approach was even sanctioned by the Supreme Court in its 1940 Sanders Bros. decision. This held that the Commission had the right to question the impact of a second or third or additional stations on the public service, but that the FCC did not have the privilege of using this authority to protect an existing station from competition.

In no case, however, did the FCC, or its predecessor, the FRC, meet the issue head on.

And, in 1950, in the Voice of Cullman (Ala.) decision, the FCC iterated this position—that the competitive impact of a second station on the first outlet in a community had no weight. In that case, the FCC went one step further: It said that it would not even consider the economics of the marketplace "since it is too speculative to determine just what conditions may follow the beginning of operation of a second station."

The 1950 decision had one dissent. That was by then FCC Comr. Robert F. Jones.

He thought that if there was any possibility that the grant of the second application would drive the first station's service below a "low water mark" then the FCC should seriously consider the consequences of its action before authorizing another station.

### Protests Prompt Consideration

It was not until the protests began pouring in objecting to tv grants—where economic injury became a standard for establishing the right of the protestant to standing—that the question of economics came to the forefront in FCC thinking.

It definitely became a significant subject as the commissioners cast about for an answer to the deteriorating uhf situation.

It was to this problem that both Comrs. Hyde and Lee addressed themselves when they publicly declared that the economics of a market should be considered in making vhf grants, or approving vhf "drop-ins."

It was shortly after that, this spring in fact, that the problem was placed squarely in the Commission's lap—but ironically, by am broadcasters.

In the Harlan hearing, WHLN is claiming that there has been a 13.5% decrease in population since 1950 and that since that year 16 active mines have closed and 16 business establishments have gone out of existence. WHLN also claimed that "in spite of careful and economic operation" it lost money in 1953 and during the first quarter of 1955.

The Commission set out the following issues:

(1) Whether Harlan will provide sufficient revenues for the proposed station; (2) whether advertising is so meager that both stations may be forced to cease operation resulting in loss of service to the public, or although both may continue but with service "inadequate" to serve the public. Also questioned is the financial qualifications of WKYV owners.

## Three Am Transfers Granted by Commission

PERMISSION was granted by the FCC last week for three changes of ownership in am stations.

Keith Moyer, trading as the Moyer Broadcasting Co., was granted assignment of the license of WTIM Taylorsville, Ill., for $60,000. Mr. Moyer is 55% owner of WBBA Pittsfield, Ill.

Richard Power and associates were permitted to buy 75% of WSHB Stillwater, Minn., for a purchase price of $37,000. Mr. Power owns 25% of WSHB and another principal, Oscar Lemme, is 25% owner of KLTF Little Falls, Minn.

Assignment of the license of WJNC Jacksonville, N. C., to Onslow Broadcasting Corp. for $82,000, was granted. Principals are Mr. and Mrs. Robert P. Mendelson and Eileen E. Shuebruk. The Mendelsons have advertising and programming backgrounds, but none of the principals has other broadcast interests.

## Storer, Gerico Ask Court To Hold Up Miami V Actions

REQUEST for an interlocutory injunction and a temporary stay—to prevent the FCC from deciding the Miami vhf cases before it decides the petitions of de-intermixture there—was filed with the U. S. Court of Appeals in Washington last week by Storer Broadcasting Co. and Gerico Investment Co. Argument has been tentatively scheduled for Sept. 22.

The action by Storer, which owns WGBS-TV in Miami, and by Gerico, which owns WITV (TV) Fort Lauderdale, followed by a week the filing by the same principals of an appeal in the same court against the Commission's refusal to hold up on the final Miami vhf decisions [B•T, Sept. 5]. Both Storer and Gerico, uhf operators, have urged the FCC not to finalize any of the vhf cases in that city until it has ruled one way or another on their petition to de-intermix the area by reallocating the ungranted vhf channels. At the present time, Biscayne Television Co. (a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president) is favored for ch. 7 and WKAT Miami Beach for ch. 10.

Both petitioners told the court they needed immediate relief, or their formal appeal would become moot if Miami became a three-vhf station market. In that case, they said, they felt sure they would have to close down their stations.

## Carlson to Resurrect FCC Pay Raise Proposal

SEN. FRANK CARLSON (R-Kan.) said last week he will ask the Senate Post Office & Civil Service Committee, of which he is ranking minority member, to take up at the beginning of the second session of Congress in January a House-passed bill to raise the salaries of FCC members and other members of federal agencies and departments.

The bill (HR 7619), as passed by the House would raise the pay of FCC members from the present $15,000 to $19,000. The bill was placed on the Senate calendar near the end of the first session but action was forestalled by Sen. Wayne Morse (D-Ore.) and others [B•T, Aug. 8].

## WNDU-TV Now South Bend

FCC last week waived its rules and granted a modification of construction permit to WNDU-TV Notre Dame, Ind., so the station could change its designation to South Bend while maintaining its main studio in Notre Dame. The grant was made subject to the condition that no adverse interference be caused to WSBT, an am station in South Bend.

*"Kick a home run, Finchley, and we'll make a touchdown!"*

## THE GAME'S NOT THE SAME IN SEATTLE-TACOMA

## ...AND KTVW IS THE REASON WHY

*Throw away your old rule book! TV ratings have changed in Seattle-Tacoma . . . and KTVW's new live programming of sports events has caused the big switch. Check the new ratings. They mean new viewing (and buying) habits. For winning sales in the Pacific Northwest's major market, choose KTVW, today's low-cost coverage champ.*

NEW REP

*For Information, Contact George P. Hollingbery Co., or Write 230 8th Ave. No., Seattle, Washington*

SEATTLE • TACOMA

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KTVW

## Streibert Urges 'Voice' Expansion

EXPANSION of the U. S. Information Agency's activities, including broadcasts by the Voice of America, was urged last week by USIA Director Theodore C. Streibert in a conference with President Dwight Eisenhower in Denver.

Mr. Streibert said the nation could "usefully, effectively and efficiently employ more resources in this effort." He said the U. S. should capitalize on the "Geneva spirit" by concentrating on telling the communists of the President's "peaceful actions and policies."

At a news conference later he said the President was "generally favorable," but that neither he nor Mr. Eisenhower named any specific amounts of money. The USIA's fiscal 1956 budget is $85 million, cut from an $88.5 million Budget Bureau proposal.

He said the Geneva conference will not change the Voice's concentration on giving "complete news and factual news" to build up listener credibility in VOA broadcasts, while avoiding the "propagandistic approach or diatribes."

Meanwhile, Sen. George W. Malone (R-Nev.), in a statement made from Moscow where he has been visiting, said the U. S. should discontinue the Voice of America because it has not whipped the Soviet people up to the point of a revolution. Consequently, he said, "we should retrench expenses like the Voice of America."

Mr. Streibert said the Soviets are continuing to jam VOA broadcasts, using about 1,000 transmitters full time for this purpose. Despite the jamming, the broadcasts are heard in wide areas, he said. He said the Russians would be asked at the forthcoming Big Four conference to abandon the jamming as part of a plan to increase the flow of information through the Iron Curtain.

## Voice Stresses Capital Scene From New Washington Offices

DURING the half-year ended June 30 the Voice of America took advantage of its new location in Washington by originating two new programs involving government personalities and capital locale, Theodore C. Streibert, director of the parent U. S. Information Agency, said last Tuesday in his semi-annual report to Congress.

These were *Foreign Policy Review*, a weekly 15-minute report of official statements on U. S. foreign policy, broadcast in the voices of the officials who made or announced the policies, and *Press Conference U.S.A.*, in which three Washington correspondents interview members of Congress, Administration officials and other prominent authorities, Mr. Streibert said.

In "getting in on the ground floor" of television overseas, the Voice provided a wider selection of American-made films for tv use in countries where that medium is gaining in importance. VOA also appointed Frederick A. (Ted) Long as first chief of its expanded television division and sent to Latin American posts for review the Voice's first original tv production, a proposed half-hour Spanish language panel discussion on economic matters.


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*featuring*
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*"the best music in America"*
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## WLBR-TV Lebanon Purchase Defended by Triangle Pub.

THE SALE of WLBR-TV Lebanon, Pa., to Triangle Publications Inc. was defended last week against the charges of WHUM-TV Reading, which asked that the FCC designate the purchase for hearing [B•T, Sept. 5].

WLBR-TV (ch. 15), which has suspended operations, and Triangle (ch. 6 WFIL-TV Philadelphia) asked the FCC to dismiss the WHUM-TV petition because the contentions raised already have been answered in replying to oppositions of Harrisburg uhfs [B•T, Aug. 29].

The sale principals last week asserted that WHUM-TV has no legal basis for its request for a hearing at this stage. They asserted "it is clear" that WHUM-TV "desires protection for whatever business it may have in Lebanon."

It was stated that "the larger public interest dictates the resumption of local service to a community presently deprived" of such service.

Triangle and WLBR-TV further stated there is no intention to operate the Lebanon station as a "bonus" to WFIL-TV, but rather to make WLBR-TV a self-supporting station.

Triangle and WLBR-TV denied that WFIL-TV and the Lebanon station would serve substantially the same area, as charged by WHUM-TV.

Further the sale transaction will in fact contribute to de-concentration of communications media in Lebanon, the sale principals claimed. They said WLBR-TV is presently owned by the existing am station and Lebanon's only daily paper. Triangle has previously noted it is buying only WLBR-TV and that WLBR-AM will compete with it.

In conclusion, the principals said this is an "improper seeking of delay to forestall the resumption of competition."

## Worcester, Mass., Uhf Quits; Festus, Mo., Outlet Deleted

ONE UHF station suspended operations last week and another, which previously suspended, was deleted by the FCC for lack of prosecution.

WWOR-TV Worcester, Mass., announced last week it has suspended operations "temporarily," effective Sept. 5, "in order to stop continuing losses." The ch. 14 outlet began December 1953 and is the city's only tv station. John Z. Buckley, president, "expressed confidence" that a way will be found in the "not too distant future" to allow the station to return to the air. Mr. Buckley noted pending studies that are being conducted for the solution of the uhf problem. Prinicipal owner of WWOR-TV is investment house Fox, Wells & Co. Tv stations that have suspended operation, but still retain their permits, now total 31, all uhf.

KACY (TV) Festus, Mo., also on ch. 14, became the 154th tv station to be deleted, 124 of them uhf. KACY was granted a permit in December 1952 and went on the air in November 1953. It suspended in April 1954. KACY has been in bankruptcy.

## AT&T to Interconnect Mobile

AT&T's Long Lines Dept. last week was granted a permit and modified license for its Mt. Vernon, Ala., microwave relay radio station to bring tv network service to ch. 5 WKRG-TV Mobile, which is affiliated with CBS. The authority will provide an additional radio relay channel between Mt. Vernon and Mobile.

# Merle Wolverton

## From the good earth, the good life

"Seems to me one of the reasons we live so much better in this country is because we farm so much better.

"In Russia, I read somewhere recently, 60% of the population has to farm to feed the country.

"In America only about 14% of us are farmers. But that 14% grows more than all of us can eat, and we eat mighty high on the hog.

"Now I'm sure one big reason for the farmer's efficiency in this country is the help he gets from industry. Take my case.

"I farm 1200 acres out here in Orange County, California. I've got them in

limas, sugar beets, tomatoes and alfalfa. I buy my plant fertilizer—aqua ammonia—from Brea Chemicals, a subsidiary of the company where I get all my gasolines and greases, Union Oil.

"Now you think the boys from Brea are content just to sell me the aqua

ammonia? No sir. Right now, at their own expense, they're testing four different plant foods on five acres of my beets just to find out which will give me best yield.

"14% OF THE POPULATION GROWS MORE THAN ALL OF US CAN EAT!"

"As a result of help like this, my beet crop's on the way to being the biggest and healthiest yet. As a result of help like this, farming's a good business and a good life—and you and I continue to eat high on the hog!"

* * * *

Mr. Wolverton's enthusiasm for Brea's service pleases us very much. Because helping America grow is the big job of our subsidiary, Brea Chemicals.

Modern synthetic ammonia is not only increasing crop yields: it is also rejuvenating soil that was literally "worn out." As a result, one acre today produces what two acres did 15 years ago.

Economists and farm experts rank this accomplishment—along with modern farm tools—as the foremost answer to the world's food supply problem.

This is another example of how free men, freely competing, can do the job better.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

# Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

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From where I sit
*by* Joe Marsh

## Handle With Care!

Tractors are like horses—or mules—in more ways than one. They can be pretty tricky if you don't know how to handle them just right.

*Too many tractor accidents happen because of carelessness. The day grows hot and drowsy, the job grows monotonous—and bingo! Someone forgets to throttle down when making a turn, or something, and there's a bad spill . . . or maybe worse.*

Credit Slim Hartman's missus for the fact that there's never been tractor trouble on their place. Midway through every morning and afternoon she brings him snacks. "He'll stay *on* the alert," she says, "if I get him *off* the tractor for ten minutes."

*From where I sit, carelessness can cause plenty of harm in our off-the-job personal lives, too. For instance, suppose a neighbor prefers a glass of beer with supper. You might not share this particular preference with him—but if you're careless about protecting* his *right to choose, then your own freedom of choice is in real danger of being "plowed under."*

Joe Marsh

*Copyright, 1955, United States Brewers Foundation*

GOVERNMENT

## Zone 1 Vhf Tower Rule Draws Support

PARTIES favoring FCC's new rule affecting antenna heights and power of Zone I vhf stations last week submitted to the Commission separate oppositions to requests that the FCC set the order aside and hold a hearing or that the rule be postponed.

The new rule was to become effective Aug. 31 but was postponed until Oct. 1 so the FCC could have time to consider the objections [B•T, Sept. 5]. The rule provides that vhf stations in Zone I be permitted to increase antenna heights from 1,000 ft. to 1,250 ft. while utilizing maximum power.

Those parties who last week favored the proposal and asked that the requests for reconsideration be denied are: WSAZ-TV Huntington, W. Va.; WBEN-TV Buffalo, N. Y., and WTTV (TV) Bloomington, Ind.

WSAZ-TV questioned the concern of the Air Transportation Assn. and T. P. Pike, Assistant Secretary of Defense, that the rule encourages stations to build taller tv towers which present air hazards. Regardless of the new rule, WSAZ-TV said, tv stations will still be permitted, under appropriate circumstances, to erect towers of 1,250 ft. or higher. The station noted that its present tower of 1,250 ft. was erected under careful study and only after approval by aviation interests and the FCC.

WTTV submitted a similar reply to the contentions of the ATA and Assistant Defense Secretary Pike.

WBEN-TV, which a fortnight ago answered the charges of these two parties, last week opposed the petition for reconsideration of the Uhf Industry Coordinating Committee. WBEN-TV said the committee has not previously participated in this proceeding and it would be "unfair" to permit consideration of its views at this stage.

Failure to adopt this rule change is not going to effect a cure for the problems of uhf, WBEN-TV said. The uhf committee has "completely ignored" the fact that there are vast areas in Zone I where there is no satisfactory tv service and where there has been no effort made to construct a uhf station, WBEN-TV declared. The station said it made extensive surveys in an area south of Buffalo which demonstrated that the service now provided by WBEN-TV was substantially less than the value expected by the FCC at the time of the Sixth Report & Order.

Extent and quality of service expected cannot be provided with present height-power restrictions, WBEN-TV added.

WSAZ-TV replied to the petitions of the uhf committee and WNHC-TV New Haven, Conn. WSAZ-TV said that WNHC-TV's problems can be settled upon applications for power increases by New York tvs.

An outgrowth of the Zone I controversy has been the formation of Home Town Television, a group of small market tv stations that held its first meeting in New York a fortnight ago to take action on the rule change [B•T, Sept. 5].

Second meeting is set for tomorrow (Tuesday).

## FCC Defends Tampa Grant In Court of Appeals Brief

THE FCC defended its decision in the Tampa ch. 13 case last week when it filed its answering brief with the U. S. Court of Appeals in Washington. The Commission, which was joined by successful applicant Tampa Television Co., was replying to claims by Tampa Times Co. (WDAE Tampa) and Orange Television Broad-

# OUR FIRST YEAR

*AND LOOK!...We're in excellent condition*

## WGR-TV HAS LED IN TOP 15 SHOWS ALL YEAR

| | | | |
|---|---|---|---|
| **pulse:** | Sept., 1954 —10 of top 15 | Jan., 1955 —12 of top 15 | May, 1955 —10 of top 15 |
| | Oct., 1954 — 8 of top 15 | Feb., 1955 — 9 of top 15 | June, 1955 —10 of top 15 |
| | Nov., 1954 — 9 of top 15 | Mar., 1955 — 9 of top 15 | July, 1955 — 8 of top 15 |
| | Dec., 1954 — 9 of top 15 | Apr., 1955 — 8 of top 15 | |
| **arb:** | Oct., 1954 — 6 of top 10 | Feb., 1955 — 6 of top 10 | July, 1955 — 7 of top 10 |

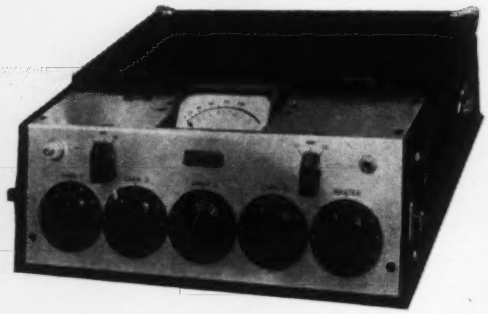
# WGR-TV

CHANNEL 2 BUFFALO

*Not the oldest...but the leader!*

184 BARTON ST.
BUFFALO, N. Y.

# 4-Channel Portable Remote



This newest Gates Dynamote includes printed wiring, A.C./battery operation, adjustable angle 4" V U meter, Cannon receptacles, along with exacting performance standards. Weighs 29 lbs. with batteries, 22 lbs. without. Size: 10¼" wide, 6" right, 18" deep overall.

**With Cannon XL Receptacles. Battery equipment extra.*

GATES

$303.95*

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

# 33,736 interviews in 14 hours!

**KONO** San Antonio's leading independent, completed a coincidental automobile-listener survey at 10 traffic light locations, June 19-25.

*Here are the facts:*

| KONO | Station A | Station B | Station C | Station D | Station E | Station F | Station G | Station H |
|---|---|---|---|---|---|---|---|---|
| 30.13% | 9.68% | 10.69% | 3.06% | 19.82% | 2.18% | 9.62% | 7.68% | 7.14% |

| SETS IN USE | | | | | | |
|---|---|---|---|---|---|---|
| 5-7 AM June 20 | 7-9 AM June 21 | 9-11 AM June 22 | 11 AM - 1 PM June 25 | 1-3 PM June 19 | 3-5 P.M. June 24 | 5-7 PM June 23 |
| 26.48% | 29.54% | 20.20% | 24.66% | 27.12% | 23.18% | 29.49% |

For Complete Information and a Personal Survey Copy, Contact

**H. R. Representatives, Inc.**

**Clarke Brown Co.**

**or**

**KONO**




casting Co. that the Commission's decision was incompatible with the record. Both were unsuccessful applicants, although *Tampa Times* was favored by the examiner.

Both objectors questioned the operation of WALT Tampa, owned by W. Walter Tison, one of the principal owners and proposed general manager of Tampa Tv. They also raised a legal issue regarding Mr. Tison's withdrawal of an application in his own name and the substitution just before the deadline of new applications with himself and other stockholders.

The FCC insisted that its decision last fall in granting the ch. 13 facility to Tampa Tv was correct. It pointed out that Tampa Tv was given preferences on integration of ownership and management, and for tv planning. The Commission referred to its consideration of the past broadcast record of WALT and its findings that this was found not to reflect adversely on Mr. Tison or his fellow stockholders' reliability. The FCC also called attention to the fact that Tampa Tv was given a preference because it had made plans for St. Petersburg programming as well as for Tampa. It called attention to the minus mark given to the *Tampa Times* on the diversification issue.

Tampa Tv argued along similar lines in justifying the FCC's decision.

## McNutt Death Held No Factor In Fort Wayne Ch. 69 Grant

THE DEATH of Paul V. McNutt does not affect the FCC's decision that granted ch. 69 at Fort Wayne to WANE there, the Commission's Broadcast Bureau commented last week.

The Broadcast Bureau noted that in denying Anthony Wayne Broadcasting Co., composed of James R. Fleming and Mr. McNutt, the Commission concluded that certain newspaper advertising practices which the principals had been parties to were considered in serious conflict with their proposed responsibilities as licensees.

Involved were joint advertising practices of the *News Sentinel* (evening) and the *Journal Gazette* (morning).

The Commission's findings, the bureau said, relates to Mr. Fleming as well as Mr. McNutt. Therefore, the bureau added, the death of Mr. McNutt "in no way" modifies the conclusion already reached.

The bureau further commented that Mr. McNutt died about six months after the September 1954 final grant and that a change in a losing applicant after such a time is beyond the time limit prescribed by FCC rules.

The final decision favoring WANE was appealed to the U. S. Court of Appeals for Washington by Anthony Wayne. This appeal is not moot as a result of Mr. McNutt's death, the Broadcast Bureau commented. Assuming the FCC is reversed, it will reconsider the grant.

## Anderson, Gwynne to Fill Trade Commission Posts

PRESIDENT EISENHOWER Thursday appointed former South Dakota Republican Gov. Sigurd Anderson to the Federal Trade Commission and named Comr. John W. Gwynne to succeed to the FTC chairmanship resigned by Edward F. Howrey [B•T, Aug. 15]. Both appointments become effective today (Monday) and are subject to Senate approval when Congress reconvenes in January.

Mr. Anderson, 51, will fill Mr. Howrey's unexpired term, which runs to Sept. 26, 1959. Mr. Gwynne, a Republican, has been a member of the FTC since 1953.

# AMERICAN EXTENDS FAMILY ½ FARE PLAN TO THURSDAYS!

**Beginning October 10th,* you can save from 12:01 Monday noon to 12:01 Thursday noon**

American is extending its famous Family ½ Fare Plan to Thursday mornings to give families a wider choice of fare-saving days.

Up to now it was only on Mondays, Tuesdays and Wednesdays that any person who purchased a full fare ticket could take along his or her spouse and their children for half fare. But beginning October 10th,* American's Family ½ Fares will be in effect from 12:01 Monday noon to 12:01 Thursday noon.

In 1948 American Airlines first introduced the Family ½ Fare Plan. Since then thousands of families have saved hundreds of dollars by using it. Next time you plan a family trip, remember that American offers the widest choice of days on which you can enjoy Family ½ Fare savings.

**subject to CAB approval*

## AMERICAN AIRLINES

*America's Leading Airline*

## Sacramento Broadcasters Ask for Ch. 7 at Redding

AN APPLICATION for ch. 7 at Redding, Calif., was filed with the FCC last week by Sacramento Broadcasters Inc., licensee of KXOA-AM-FM Sacramento, Calif. Lincoln Dellar is president and 100% owner of the applicant.

Shasta Telecasters filed for the same facility two weeks ago [B•T, Aug. 29].

Sacramento is seeking effective radiated power of 27.2 kw visual and 17 kw aural with antenna height 271 ft. above average terrain and 337¼ ft. above ground.

Estimated construction cost is $156,500 and the first year operating cost was set at $240,000. Expected revenue is $250,000.

Mr. Dellar owns 25% of KJR Seattle, Wash. Corporation Vice President-Treasurer Sylvia Dellar is also 25% owner of KJR and Secretary Robert B. Gaylord Jr. holds no broadcasting stock according to the application.

## WWSW, WJAS Report Merger Details Are Cleared Up

CERTAIN details of the merger agreement that resulted in grant of Pittsburgh ch. 11 to WWSW Inc. and which FCC's Broadcast Bureau has objected to, have already been cleared up, WWSW and WJAS Pittsburgh told the bureau last week.

The Pittsburgh stations, following comments by the bureau that the ch. 11 grant should be reheard if certain "infirmities" in the merger agreement are not resolved [AT DEADLINE, Sept. 5], called the bureau's attention to the merger agreement changes.

The Pittsburgh outlets advised the bureau that the section of the agreement that provided for WJAS to select some members of the WWSW Inc. board of directors was amended and deleted on Aug. 30. On this same date, the stations said, the agreement was amended to provide that no person involved in any potential employment agreement may simultaneously be connected with WWSW Inc. and WJAS.

It also was pointed out that a provision of the contract "insures that there will be no objectionable overlap" between WWSW and WHJB Greensburg, Pa., at the time when WJAS or its stockholders come into ownership of any stock of WWSW Inc. (WJAS also owns WHJB, which the Broadcast Bureau said overlapped with WWSW.)

Moreover, the Pittsburgh stations said, another section of the agreement provides that WJAS may sell all of its capital stock in order to solicit the proper FCC approval. This would expressly include the transfer of WHJB.

## Rountree Seeks Virginia Am

MARTHA ROUNTREE PRESBREY and her husband have filed with the FCC for a new am station to operate with 5 kw daytime on 1420 kc in Warrenton, Va. Mrs. Presbrey was moderator and co-owner of *Meet the Press* until she sold her interest in the program to Lawrence Spivak who later sold it to NBC. Mrs. Presbrey also held interests in the now defunct *Leave It to the Girls* and *The Big Issue*. Connie B. Gay filed for the same Warrenton facility last July [B•T, July 18].

## Comments Asked on WGR-TV Allocation Changes Proposal

THE FCC last week asked for comments by Oct. 14 on a rule-making proposal by WGR-TV Buffalo, N. Y., for tv allocation changes. At the same time, Eldon Morrison of Cle Elum, Wash., asked the FCC to assign ch. 71 to that city.

WGR-TV requested ch. 26 be assigned to Shinglehouse, Pa., and ch. 37 be shifted from Meadville, Pa., to Clymer, N. Y., and ch. 37 in Meadville be replaced with ch. 62. The station wants to operate satellites at Shinglehouse and Clymer.

Mr. Morrison is seeking the channel assignment to Cle Elum, population less than 5,000, so he can apply to build a new tv station there. Cle Elum is less than 50 miles from Yakima and Wenatchee, both Wash.

## FTC Says Tv Repairer Broadcast Fraudulent Ads

CHARGE of false advertising with misrepresentation of facts in respect to tv repair service was leveled at the Mayflower Television Co., Washington, in a complaint issued by the Federal Trade Commission.

Referring to advertising on television, in newspapers and other media, the complaint cited misrepresentations as to the cost of servicing tv sets, services performed on the sets and qualifications of repairmen. The complaint also termed to be false advertising claims that nine times out of ten the sets could be repaired in the home. The FTC found that in most instances the sets were removed from the home, servicemen receiving a commission for every set brought into the shop for repairs.

Referring to advertising in which the company offered to send a serviceman, "each a specialist for a different make" to the home "to fix your tv set for only $1.50 service charge," the complaint found that the service charge levied was "in most instances" far in excess of $1.50. The company's repairmen were found by the commission to have only a limited knowledge of tv repair, carrying with them equipment for testing tubes only.

A hearing before an FTC hearing examiner has been set for Oct. 20.

In another crack at false advertising FTC charged The Berjon Co. of Memphis, Tenn., with misrepresenting in newspapers, circulars and on radio the effectiveness of Pep-Ti-Kon (vitamin, mineral preparations).

Contradicting claims, the FTC alleged that Pep-Ti-Kon will not prevent or remedy physical discomfort caused by summer heat; that there is no causual connection between iron and vitamin deficiencies and boils and pimples, and Pep-Ti-Kon is not an effective treatment for those conditions, and iron deficiency does not cause loss of youth. Such advertisements the FTC said, "mislead and deceive a substantial portion of the purchasing public," and violates the FTC Act. The parties have 30 days in which to answer the complaint. A hearing is scheduled for Nov. 8 in Memphis.

## WTIX Gets Renewal

THE LICENSE of WTIX New Orleans was renewed last week on a regular basis by the FCC, over the dissent of Comr. John C. Doerfer.

Comr. Doerfer commented: "I cannot find that the renewal of the license of WTIX is in the public interest. The licensee has not met the minimum program standards required by the Commission. He has failed to include any religious, educational or discussion programs."

WTIX has been on the air since 1951.


# FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

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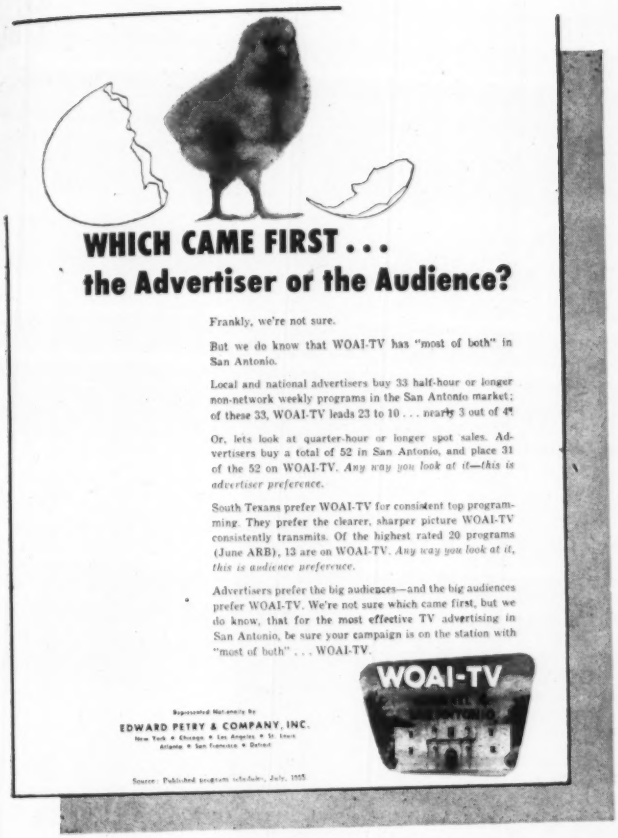
KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
*Offices and correspondents in thirty other principal cities in the United States*


WHICH CAME FIRST . . .
the Advertiser or the Audience?
Frankly, we're not sure.
But we do know that WOAI-TV has "most of both" in San Antonio.
Local and national advertisers buy 33 half-hour or longer non-network weekly programs in the San Antonio market; of these 33, WOAI-TV leads 23 to 10 . . . nearly 3 out of 4!
Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 52 in San Antonio, and place 31 of the 52 on WOAI-TV. Any way you look at it—this is advertiser preference.
South Texans prefer WOAI-TV for consistent top programming. They prefer the clearer, sharper picture WOAI-TV consistently transmits. Of the highest rated 20 programs (June ARB), 13 are on WOAI-TV. Any way you look at it, this is audience preference.
Advertisers prefer the big audiences—and the big audiences prefer WOAI-TV. We're not sure which came first, but we do know, that for the most effective TV advertising in San Antonio, be sure your campaign is on the station with "most of both" . . . WOAI-TV.
WOAI-TV
EDWARD PETRY & COMPANY, INC.
Source: Published program schedules, July, 1955

A— This looked pretty good — why not follow up with a story on ratings?

# AND WHAT A STORY THE JUNE A.R.B. REVEALS . . .

Ratings of the 52 non-network commercial programs* in San Antonio each week show WOAI-TV has *10 of the top 10* (25.9 average), and *20 of the top 25* (21.3 average)!

WOAI-TV delivers an average rating* *76% greater than the second San Antonio station.*

WOAI-TV's weekly remote telecast "Live Wrestling" tops all national spot and local programs with a *whopping 32.7!* And of all newscasts (network and local), none come even close to the WOAI-TV *10 PM NEWS seven night average of 22.1!*

Include network programs, and WOAI-TV is still the overwhelming leader with *7 of the top 10*, and *13 of the top 20.*

Any way you look at it — ratings, advertiser preference, audience preference, or results — *WOAI-TV is the most effective television buy in this fabulous San Antonio market.*

Represented Nationally by
**EDWARD PETRY & COMPANY, INC.**
New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit

*Programs 15 minutes or longer—day and night—national spot and local.

# STORER SPLITS ATLANTA STATIONS

## Jackson named vice president to head WAGA-TV. Frazier made WAGA radio managing director, and Collins named sales chief for tv.

ATLANTA stations of Storer Broadcasting Co. —WAGA-AM-TV—have been separated with changes in management, in line with the pattern established in other cities, according to George B. Storer Jr., vice president of the southern district.

MR. JACKSON

Glenn C. Jackson has been elected a vice president of the Storer company and will head Atlanta tv operations as managing director. Claude H. Frazier has been named managing director of WAGA radio. Jack Collins becomes assistant managing director in charge of sales at WAGA-TV. The changes become effective Sept. 1.

Mr. Jackson has been with the Storer organization since 1940 when he joined WSPD Toledo as an announcer, later becoming chief announcer, production manager and program director. In 1948 he was given more responsibility as program director of the new WSPD-TV, moving to WMMN Fairmont, W. Va., then a Storer station, in 1951 as managing director. He was moved to Atlanta in 1952. He is president of Georgia Assn. of Broadcasters.

MR. FRAZIER

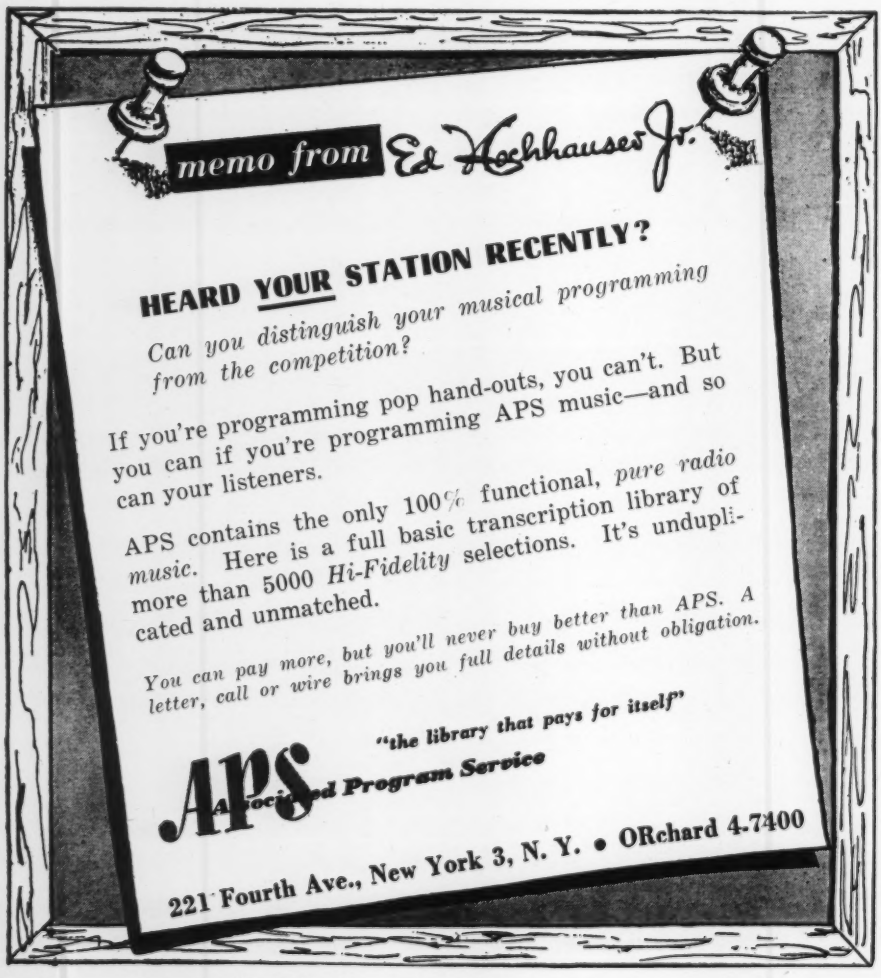
MR. COLLINS

Mr. Frazier entered broadcasting in 1930, joining the Storer organization in 1948 as sales manager of WAGA and becoming station manager in 1954.

Mr. Collins has spent most of his business career in Atlanta advertising, including the *Georgian-American* and *Constitution*. He joined WAGA-TV in 1950.

## WPIX (TV) Business Increases

NEW BUSINESS for fall sold since June 1 by WPIX (TV) New York totals $1,100,000, according to Fred M. Thrower, vice president and general manager. More than 40 national advertisers are booked for fall participations, spot announcements and full programs.



memo from Ed Hochhauser Jr.
HEARD YOUR STATION RECENTLY?
Can you distinguish your musical programming from the competition?
If you're programming pop hand-outs, you can't. But you can if you're programming APS music—and so can your listeners.
APS contains the only 100% functional, pure radio music. Here is a full basic transcription library of more than 5000 Hi-Fidelity selections. It's unduplicated and unmatched.
You can pay more, but you'll never buy better than APS. A letter, call or wire brings you full details without obligation.
"the library that pays for itself"
APS
Associated Program Service
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400


# FAIR SEASON ARRIVES; BROADCASTERS KEPT BUSY

## Radio and television stations active in reporting, promoting all phases of activities during fair season.

COUNTY and state fair time is here again and radio and television stations again are providing every type of service from remote coverage to special caravans taking viewers and listeners to fair sites.

An annual attraction at the Illinois State Fair at Springfield is the WLS Chicago *National Barn Dance*. A total of 10,706 paid to watch the five-hour show, making its 16th appearance from the fair grandstand. WLS also maintains a special tent on the fair grounds, broadcasting three times daily during the ten-day fair. For the second straight year WICS (TV) Springfield aired live remote programs twice daily from the fair grounds.

WKOA Hopkinsville, Ky., has been kept busy covering three separate fairs; Ft. Campbell Soldier's Fair, Trigg County Fair at Cadiz and the Perryroyal Fair at Hopkinsville. Daily on-the-spot broadcasts, ranging from 3 to 7½ hours in length, prompted one listener to write in: "I found out more about what was going on at the fair by listening to WKOA than I did by attending."

What started out as a gag earned KCSR Chardon, Neb., second place with its float in the Dawes County Fair parade. KCSR also presented 20 hours of live programming from the fair grounds during the three-day event. In order to keep quality up, the station's secondary control room was dismantled and moved, with remotes set up to key areas.

WONE Dayton has purchased a 35-foot Sparton trailer which is now making the rounds of county fairs. It is completely furnished and equipped for broadcasting, with a complete public address system.

A record-breaking crowd of 1,600 rode the WGAR Cleveland special train to the Ohio State Fair, Columbus. Hosts on the train, running for the sixth straight year, were WGAR Women's Director Ruth Allen, disc jockey Hal Morgan and Allan Starner, a Social Security Administration representative. The Cuyahoga County 4-H Club band furnished entertainment.

Forty-six northeast Nebraska towns were represented by the 360 persons traveling on the WJAG Norfolk, Neb., bus caravan to the Nebraska State Fair at Lincoln. The fifth annual caravan loaded 10 buses, with a WJAG staff member acting as host on each bus.

KFAB Omaha last week completed its 27th year of coverage at the Nebraska State Fair. The station, with a cast of entertainers headed by cowboy Jimmy Wakely, programmed almost continuously from the fairgrounds Sept. 3-9. Shows were originated from two main points, in an outdoor auditorium and from KFAB's permanent studio in the agricultural hall. Quiz shows, disc jockey programs and on-the-spot farm broadcasts featured the coverage. Appearing with Mr. Wakely were the Three Rays, a female trio on the Coral label, and the Six Fat Dutchmen, an RCA Victor polka recording band.

Plans for a three-day "Corn Harvest Festival" and the fourth annual Illinois mechanical corn picking contest in Pontiac are being completed by WGN-AM-TV Chicago. The double event will take place Sept. 29 through Oct. 1, with the corn picking contest scheduled the final day. WGN-TV personalities will entertain during a three-hour show Sept. 30.

# Does money really grow on trees?

Certainly not for most folks—but for a couple of million people it seems to.

They are people who get their electricity from power plants owned by the federal government. They pay less for electric service than other people do, simply because you and everybody else pay part of their electric bills.

Here's how that happens. First, part of your taxes goes to pay for the government power plants that serve these people. Second, the electric bills these people pay do not include many of the taxes you pay in *your* electric bills. So *your* share of taxes has to be increased to pay *their* share.

Not exactly fair, is it?

Yet some people are trying to push the federal government into building and running *more* unnecessary power plants and power dams—to extend this "special privilege" still farther.

This kind of favoritism is unfair to everybody—especially to you who have to pay for it. That's why these little-known facts are brought to you by AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*.

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine

## Ceremonies Mark Boost To 170 Kw for KCOP (TV)

WITH Gov. Goodwin J. Knight and some forty mayors, county officials and chambers of commerce dignitaries from Southern California participating, KCOP (TV) Los Angeles today (Monday) increases its effective radiated power on ch. 13 to 170 kw. The ceremonies, held atop Mt. Wilson at KCOP's newly-installed transmitter, will be telecast as special hour-long remote.

Newscaster Baxter Ward will emcee as Gov. Knight throws the switch that will give KCOP six times more power. With the advent of its new power, KCOP also inaugurates its "New Horizons in Tv Entertainment" lineup, with 20 additional hours per week being given to live shows.

Humorist Bill Ballance, styled as "Prince of Disc Jockeys," leads the parade of the new programming lineup as he starts his Monday through Friday show, *Ballance 'n Records* at 11:30 a.m. Lou and Linda Crosby, man-and-wife musical team, begin their new daily program, *Lou and Linda* at 1 p.m. At 2:45 Dick Garton begins a new series of afternoon movies and at 4 p.m. Jay Stewart debuts his Monday through Friday, two-hour *Ranch Party* featuring guest stars from the western music field. *Families Are First*, starring Mrs. Florence Thalheimer, moved to 11:15 a.m. The show has been a regular KCOP feature.

DISCUSSING the Knapp-Monarch's Co.'s purchase of KRCA (TV)'s *Hollywood's Best* are (l to r) Ed Stodel, president of Stodel Advertising Co., Don Arlen, west coast sales manager for Knapp-Monarch, and Robert Paige, m.c. of the monthly program over the Los Angeles station. The show features live star talent plus film clips. The new contract takes effect today (Monday).

## Wildwood Paper Criticizes Radio News on Hurricanes

PROTEST to the coverage of hurricanes Connie and Diane by radio stations and announcers in the Wildwood, N. J., area was sounded in an editorial in the Wildwood's daily *Leader*.

Ignoring reports about the public service job rendered by radio in areas less fortunate than Wildwood, the Aug. 25 editorial chided stations for too frequent and "ill-advised" weather comments which caused "thousands of vacationists" to leave the safety of the Wildwoods and rush back "to where Connie and Diane really caused death and destruction."

Stations, the editorial said, confused "warning" with the less imminent "alert" and the hourly and half-hourly weather reports served to cause listeners undue alarm.

Blaming what it called "false, erroneous and ill-advised radio weather comments" for the exodus from Wildwood, where, as it developed, no one was killed or injured, the *Leader* calls for word-for-word weather reports and storm "alerts" as they are received from the U. S. Weather Bureau, without interpolation by the announcers.

## Two Chicago Papers Add Radio-Television Supplement

THE *Chicago Tribune* began an eight-page tabloid-style supplement, *Tv Week*, as a regular Saturday feature Sept. 3, as the outgrowth of its radio-tv section. It contains inside stories on tv programs and stars, previews of new shows and complete week-long listings for Chicago and, later, other midwest cities.

The *Chicago Sun-Times* was slated to launch *Tv Prevue* Sept. 11 as a midwest television supplement, with articles, listings and other features in a "vest-pocket," folding section. The *Times* recently dropped its periodic weekday radio-tv column to concentrate on the weekend supplement.

## WCCO-TV Plans Increase In Headquarters Space

MIDWEST Radio-Television Inc., licensee of WCCO-TV Minneapolis, announced that two and one-half floors will be added to the Radio City Theatre Building to provide additional facilities. The company does not own the building but has just signed a 25-year lease.

The expansion program will give WCCO-TV five and one-half floors of operational space and is scheduled for completion early in 1956. To be included in the addition is a third studio, rehearsal areas, film rooms and office space.

## KRSD Wins Slander Suit

CIRCUIT COURT jury in Rapid City, S. D., has denied a $75,000 slander suit against KRSD Rapid City. In 12-day-old trial, the jury spent only two hours before finding for the defendant. The suit was brought by Sheldon Reese, businessman, against John, Harry and Eli Daniels (KRSD) and newscaster John Tilton, charging that a newscast in June 1954 presented by Mr. Tilton contained slanderous statements about Mr. Reese.

## KSJO Promotes Paul

NORMAN PAUL has been moved from assistant to general manager of KSJO San Jose, Calif., according to owner Patrick H. Peabody. He replaces Robert M. Bruce, who collapsed the day after leading a Red Cross fund-raising drive for flood victims and who will be hospitalized for several months.

The 34-year-old Mr. Paul joined the staff of KSJO nine years ago when the station first went on the air, and has held various executive positions, including program director and news chief.

Here's the heart of

**PACKAGED TV BY DAGE**

Now . . . for your LOW-POWER TV station, a DAGE TV packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

DAGE TELEVISION
Division of
Thompson Products, Inc.
Michigan City, Indiana

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

# Hail, Hail The Gang's All Here

## PARADE TIME: 4-6 P. M. DAILY ON

# wbns-tv

An exciting razzle-dazzle line-up of high rated top notchers parade on **wbns-tv**, presenting triple-action impact, led by veteran TV rating pullers.

**LINE-UP SCHEDULE**

4:00 P.M.—AUNT FRAN — whose popular fun-packed stories, crafts and games reach the "influence-buying" corduroy set. This tried-and-true 6-year old show was rated *First* in shows of a comparable nature by the younger viewing group in a White House Conference survey.

4:30 P.M.—THE LITTLE RASCALS—introduced by **wbns-tv's** Clown, Bob Marvin, are none other than those beloved members of the "Our Gang" comedies —Jackie Cooper, Dickie Moore, Alfalfa, Farina, Spanky MacFarland, to name but a few. Adults who remember them from years before, now re-live their delightful antics with the youngsters of today.

5:00 P.M.—WESTERN ROUNDUP — the pace-setting western features starring Gene Autry and Roy Rogers, and introduced by **wbns-tv's** Wrangler Dick Zubel, ALL in one show. Western fans, from toddlers to cane-carriers, won't miss one of these films which are introduced by the Wrangler in a live western setting . . . a grand climax to any parade.

Every segment of this two-hour parade has racked up unbelievably high show and sales ratings individually. Now, **wbns-tv** teams them together for TV's best buy in the middle west. Join the parade and get your message over to the 464,756 families in a buying income group of approximately three billion dollars.

**CBS-TV NETWORK** — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

**REPRESENTED BY BLAIR TV**

# wbns-tv

# CHANNEL 10
# COLUMBUS, OHIO

## Jordan V.P.-Gen. Mgr. Of New KFJZ-TV

CHARLES B. JORDAN has been named vice president and general manager of KFJZ-TV Ft. Worth, which began telecasting on ch. 11 yesterday (story, page 100). Appointment of Dale Drake, former general manager of WRR Dallas, and national sales manager of the Texas State Network, as national sales manager was announced at the same time.

MR. JORDAN

Mr. Jordan has been in broadcasting in the Southwest for 27 years. He is a former vice president and general manager of the Texas State Network and broadcast Southwestern Conference football over WRR Dallas for Humble Oil for more than two decades.

## Henry, Gibson Promoted In WSJS-AM-TV Sales

TWO PROMOTIONS in the sales department of WSJS-AM-TV Winston-Salem, N. C., were announced last week by Harold Essex, vice president and general manager.

W. H. Henry, who has been assistant sales manager of radio, has been promoted to radio sales manager, and A. Fred Gibson has been named assistant sales manager for television. Harry B. Shaw continues as general sales manager for both radio and television. Mr. Gibson joined the station in February 1953 while Mr. Henry's tenure began in October 1954.

## Four Get New Posts In KOA-AM-TV Changes

PROMOTIONS and other staff assignments have been announced for KOA-AM-TV Denver in the wake of management changes there. William Grant, new general manager of the stations, reported the following assignments:

Ralph Radetsky named executive assistant to the general manager; Ken White, director of news and special events; C. Van Haaften, program director of KOA-TV, and Heyward Siddons, KOA-TV program coordinator.

## Towne Leaves KPIX (TV) To Form His Own Company

A. E. (AL) TOWNE, chief engineer of KPIX (TV) San Francisco, has announced his resignation, effective Oct. 1, to establish an engineering, consulting and electronic development firm to be known as A. E. Towne Assoc. Inc.

Mr. Towne joined Associated Broadcasters Inc., owner of KSFO San Francisco, in 1936 and was made chief engineer in 1947. When Associated established KPIX in 1948, he was in charge of engineering and construction. The tv outlet was sold to Westinghouse in August 1954 and Mr. Towne stayed with the new owners.

His new company will be in operation in San Francisco by Oct. 15, according to Mr. Towne.

## WINZ Gives 'Pete Kelly's Blues' a Lift

RADIO contributed to overflow movie crowds in Miami, Fla., and the station responsible—WINZ—as well as the theatres are celebrating the occasion. The Florida State Theatre chain, on behalf of the new Jack Webb movie, "Pete Kelly's Blues," purchased a full day's programming on 50 kw WINZ to coincide with the opening of the film, Aug. 5. WINZ broadcast a one-minute announcement every half hour from 6 a.m. untill 11 p.m., each pushing "Pete Kelly Day" and, of course, the movie. During those hours the only music played was from the sound track of the film and songs from the era of the picture's story, the roaring 20's. Pre-promotion of "Pete Kelly Day" was provided by WINZ announcements and recordings by WINZ talent played during intermissions at the 11 Florida State theatres. The station also conducted contests, awarding theatre passes and sound track recordings as prizes. The movie, WINZ reports, opened to full houses in three theatres and during its second week, the houses were still packed. The Florida State Theatre group is holding the picture over a third week and possibly a fourth. The station received more than 300 letters praising the day's breakaway from the popular song format and a local record distributor reported "sold out" of songs from the film.

BERNARD E. NEARY (seated, l), station manager of WINZ Miami, Fla., watches Harry Botwick, southeastern district manager of Florida State Theatres, affix his signature to the contract for "Pete Kelly Day" on WINZ. Standing (l to r): Al Glick of the theatre chain's advertising and publicity office; Howard Pettingill, advertising-publicity manager for the theatre chain; Joel Salzman, WINZ account executive, and Curt Guthrie, head of promotion and merchandising for WINZ.

## WNBQ (TV) Signs Household For Eight NCAA Grid Games

NBC o&o WNBQ (TV) Chicago last week completed negotiations with Household Finance Corp. for one-quarter sponsorship of eight nationally-televised NCAA football games on NBC-TV starting Sept. 17 under that network's co-op sale policy for affiliated stations [B•T, Aug. 22]. The agency for Household is Needham, Louis & Brorby Inc., Chicago.

At the same time the Big Ten or Western Conference announced that the Michigan State-Indiana game of Sept. 24 would lead off a five-game regional Big Ten schedule of telecasts on CBS-TV, with Amana Refrigeration Co. and Lewis Howe (Tums) as co-sponsors. Other games will be carried Oct. 8, Oct. 22, Nov. 5, and Nov. 12 under NCAA's regional-national tv plan. The announcement was made by Kenneth L. (Tug) Wilson, Big Ten commissioner.

Meanwhile, NBC's o&o WMAQ sold a nine-game slate of top college gridcasts, including Big Ten and Notre Dame U., to Arrow Petroleum Corp. starting Sept. 24. CBS o&o WBBM Chicago will start the same day with a similar grid schedule purchased, as in past years, by the Ford Dealers of Chicago. A football review adjacency has been sold to Sentinel Distributor.

## Personnel Changes Made By Telerad's KCSJ-AM-TV

SEVERAL personnel changes for Telerad-managed KCSJ-AM-TV Pueblo, Colo., have been announced by Ray J. Williams, Telerad president.

Walter L. Dennis has been named coordinator for the two stations and Jack Wells, formerly of WKY Oklahoma City, has been appointed tv program coordinator. John Henry was promoted to tv sales manager, while John Douglas was named tv news director. Le Chapman has been appointed joint traffic director, coming to the stations from WJNO-TV Palm Beach, Fla.

In the radio operations, Clifford Hendrix has been named station manager and Ray Whitworth was appointed sales manager.

Telerad also announced that Charley Ballinger has been sent to KGA Spokane, Wash., as bookkeeper.

# NEW RCA TURNTABLE...

## BQ-2A

*Now ready for immediate delivery. The BQ-2A mechanism is also available separately as MI-11830. Call your Broadcast Sales Representative for further details.*

## Designed from the ground up for 3-speed operation

RCA's answer to the need for a new turntable designed specifically for 3-speed operation at moderate cost, with highest performance characteristics. Features include:

- **Smoother, simpler speed changing, with snap-up spindle hub to provide improved 45 RPM operation.**
- **Smooth, half-turn starting at all speeds for easy cueing. Simple, sure-fire, self-compensating rim drive mechanism.**
- **Modern, practical 2-tone grey cabinet of ample functionalized proportions. Accommodates booster amplifiers inside, tone arms and other accessories on top of cabinet.**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.**

*In Canada: RCA VICTOR Company Limited, Montreal*

MORE THAN "JUST A TOWER"

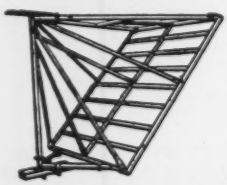
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

*Tower Fabricators And Constructors The World Over*

TOWER Construction Co.
SIOUX CITY, IOWA

PERSONNEL of NBC Spot Sales arm themselves with bags of Washington State apples to deliver on their calls at advertising agencies as reminders of the organization's recent appointment as national sales representative by KOMO-AM-TV Seattle. L to r: Marty Harrison, Dick Arbuckle, Dick Bergh, salesmen; Ann Morris, secretary; H. W. Shepard, NBC Radio Spot Sales director; Ed Jameson, NBC Spot Sales eastern tv sales manager, and Paul Maguire, salesman.

## Sentiment in Flooded Ansonia Favors First Radio Outlet

CAN flood-ravaged Ansonia, Conn., afford a radio station of its own at this time? Certainly, says Sydney E. Byrnes, president of the Valley Broadcasting Co., applicant there for a 1 kw daytime outlet on 690 kc. Mr. Byrnes told B•T last week that he had talked with the Ansonia mayor and the heads of surrounding communities in the lower Naugatuck Valley and they agreed that a radio station could do much in the rebuilding of the area. Ansonia at present has no station.

Mr. Byrnes says his company intends to go ahead with construction plans (pending FCC approval of the application made last February) despite the heavy business and property loss in the region: "This is no time to quit. We are needed now more than ever. We feel that we can be of great assistance to the valley in their tremendous reconstruction program . . ."

To bring home the idea, Mr. Byrnes, former general manager of WCCC Hartford and also previously associated with WNHC New Haven, placed an advertisement last Tuesday in the *Ansonia Sentinel*, explaining the decision and pledging public service aid once the station is on the air.

## WOWO to Help Sponsor National Plowing Contest

WOWO Ft. Wayne, Ind., is sponsoring the sixth annual National Plowing contest in Wabash jointly with the *Indiana State Soil Conservationist* under auspices of U. S. Dept. of Agriculture Soil Conservation Division, Sept. 14-17.

Highlight of the four day event will be an address by Vice President Richard Nixon. Carl A. Vandergrift, WOWO manager, stated the station has arranged to feed the vice president's address to a group of regional stations, and he added that NBC is slated to carry the speech.

WOWO Farm Director Jay Gould will be m.c. for National Plowman's Banquet Sept. 16, which the station will also broadcast. All of Mr. Gould's daily broadcasts will originate from the contest grounds with the exception of one early morning show, as will WOWO's daily women's program *Jane Weston's Digest*. Station talent will also present a commercially-sponsored 45-minute show three nights from the grounds.

## Heerdt Joins CBS Spot Sales

EMMETT J. HEERDT Jr., general sales manager of WEEI Boston, has been appointed an account executive in the New York Office of CBS Radio Spot Sales, according to Henry R. Flynn, general sales manager. Mr. Heerdt assumes his new post today (Monday).

MR. HEERDT

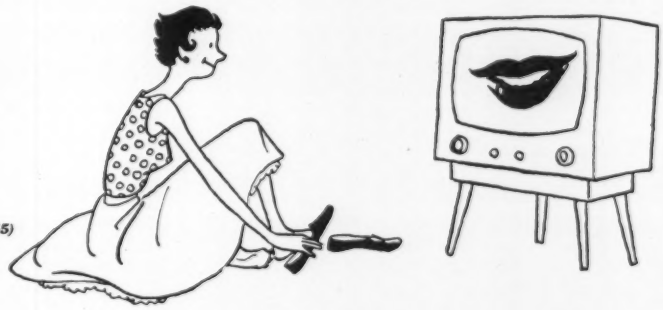
Mr. Heerdt, 19 years with CBS, served as sales manager of CBS-owned WEEI for the past four years, and spent eight years in the CBS Radio Spot Sales office in New York to which he returns.

## KUMA Commences Operation

KUMA Pendleton, Ore. (formerly KOER), went on the air Aug. 26. C. H. Fisher, partner in licensee Pendleton Broadcasters, joined with A. C. Holmes, president of the Pendleton Chamber of Commerce, in throwing the switch which put the station into operation. The station, operating by remote control (1370 kc, 1 kw), has studios and offices at 1815 S. W. Emigrant, Pendleton, and transmitter and tower three miles east of town. An application for 5 kw with directional antenna on 1260 kc is now before the FCC, the station said.

# "SEE-PAY" TELEVISION!

*2,770,528 People,*



*491,000 TV Sets*
*(As of July 1, '55)*

*in Kentucky and Indiana,*

*VIA*

# WAVE-TV CHANNEL 3 LOUISVILLE

***Reaching As Many Families in Its Kentucky and Indiana Area As:***

- *26 Daily Newspapers Combined!*
- *115 Weekly Newspapers Combined!*
- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives

## KARD-TV, KFJZ-TV on Air; U. S. Operating Total 439

TWO NEW tv stations have begun commercial operations, bringing total operating U. S. outlets to 439.

KARD-TV Wichita, Kan., commenced operations Sept. 1. The ch. 3 station is RCA-equipped and licensed to the Wichita Tv Corp. Edward Petry & Co. is KARD-TV representative. William J. Moyer is vice president and general manager.

KFJZ-TV Fort Worth, Tex., began regular programming yesterday (Sunday), becoming the fourth station in the Dallas-Fort Worth market. The ch. 11 outlet is licensed to Texas State Network Inc. and represented by H-R Television. Charles B. Jordan is vice president-general manager (see story page 96).

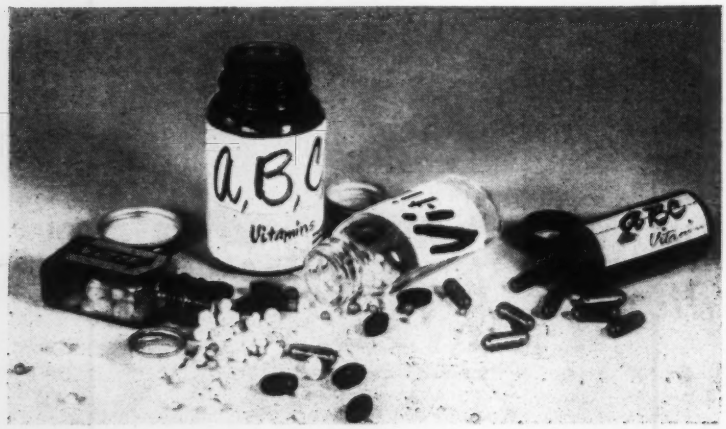
## WJUN Begins Operations

WJUN Mexico, Pa., went on the air Sept. 4 under the management of Ralph S. Parker, formerly commercial manager of WMRF Lewistown, Pa. The daytime only station, owned and operated by Lewistown Broadcasting Co., operates on 1220 kc with 250 w.

## KBAM Goes on Air

KBAM Longview, Wash., went on the air Aug. 15 with 90% of its available time sold to local merchants, according to Arne Peterson, station manager. The 1 kw outlet is owned by W. Gordon Allen and John Truhan. The two are partners in KGAE Salem, Ore., and Mr. Allen also owns several other stations in Washington and Oregon.


# 140,605,800
## VITAMIN TABLETS!!




If the radio homes in WGN's area used just one of your vitamin tablets a day for one month—the total would be 140,605,800 . . . . 1,406,058 bottles of 100 tablets!!*

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

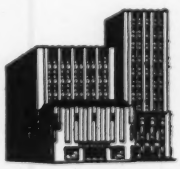
* Nielsen Coverage Service

*A Clear Channel Station Serving the Middle West*

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street


## WNBF-AM-TV Sets Exchange With 'Binghamton Sun'

AN AGREEMENT between the *Binghamton Sun*, triple cities (Binghamton, Endicott and Johnson City) morning newspaper, and WNBF-AM-TV Binghamton, N. Y., for the purchase of each other's advertising facilities, was announced last week by George R. Dunham, WNBF general manager.

Terms of the agreement, according to Mr. Dunham, include the use of five tv daytime announcements per week by the newspaper to promote the publication's special features. In return, WNBF will use 20 column inches of display space per weekday as an audience promotion operation in support of national and local radio-tv programs. He also stated that the advertisements will include sponsor identification.

## WNHC-TV's Flood Relief Role

THE HOUR-LONG documentary presented on ABC-TV Aug. 28 in behalf of flood relief was telecast in association with WNHC-TV New Haven, not WNAC-TV as reported erroneously in B•T's roundup of flood relief activities in the issue of Sept. 5. The program of films shot in the disaster areas was one of those singled out by Kenneth Greenberg, director of the Red Cross Audio-Visual Division, in a tribute to broadcasters for their assistance in the flood crisis. The documentary, which WNHC-TV presented a second time in answer to requests from viewers and the Red Cross, featured Quincy Howe of ABC and Ben Hawthorne of WNHC-TV special events, among others.

## WDXI-TV Interconnected

WDXI-TV Jackson, Tenn., connected Sept. 1 with AT&T intercity tv facilities via an 80-mile relay link to Memphis, now is receiving its first live network tv shows, according to the AT&T Long Lines Dept.

A microwave antenna in Memphis beams network programs to Jackson via two intermediate stations, with Southern Bell Telephone & Telegraph Co. providing local interconnection in Jackson. Network programs now reach 370 stations in 246 U. S. cities, Long Lines said.

## KMTV (TV) Adds Local Color

INSTALLATION of equipment to televise in color local live and film programs has been announced by KMTV (TV) Omaha, Neb. The announcement was made Sept. 1, on the station's sixth anniversary, by General Manager Owen Saddler. KMTV, on ch. 3, has been equipped to colorcast network programs since December 1953.

## Vic Diehm Hosts Clambake

FOURTH annual clambake for executives and families of the Vic Diehm stations was held over the Labor Day weekend on the beach at Biddeford, Me. Stations in the Diehm chain are WIDE Biddeford, WVDA Boston, and WAZL Hazleton, WHOL Allentown and WHLM Bloomsburg, all in Pennsylvania.

## WSJS-TV Boosts to 316 Kw

NEW ANTENNA for WSJS-TV Winston-Salem, N. C., is in place atop the station's 692-ft. tower, boosting the ch. 12 outlet's power to 316 kw [B•T, Aug. 29]. The tower is located on top of Sauratown Mountain, placing the antenna 2,000 ft. above average terrain.

If your fire insurance agent displays this symbol, you can be sure you are getting the most dependable advice, service and protection—in all kinds of property insurance. It identifies him as one of 200,000 Capital Stock company agents—a man in business for himself. His first responsibility is to you. He lives and has his own interests in your community. His working hours don't stop at 5 o'clock; he's at your call any time, day or night. And he's as close to you as your phone. Look for this symbol. Only an independent Capital Stock company agent or broker may display it.

**NATIONAL BOARD OF FIRE UNDERWRITERS**

*A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies*

85 John Street, New York 38, New York • 222 West Adams Street, Chicago 6, Illinois • 465 California Street, San Francisco 4, Calif.

## STATION PEOPLE

**Maxwell Marvin,** program director and commercial manager, WOL Washington, appointed station manager.

**Edward T. Flynn** appointed general sales manager, WFOX Milwaukee, Wis.

**James Agostino,** formerly with KHQ Spokane, Wash., appointed sales manager, KXLY-AM-TV there.

**Jim Farber,** formerly producer, WING Dayton, Ohio, appointed promotion manager, KFJZ-TV Ft. Worth, Tex., which was scheduled to start operation yesterday (Sun.).

**David A. Williamson,** formerly with sales dept., ABC-KABC-TV Hollywood, appointed sales manager, KCCC-TV Sacramento, Calif.

MR. WILLIAMSON

**Jim Watt,** former sports announcer, WSUI Iowa City, Iowa, state university outlet, and U. of Iowa, State Univer- KSTT Davenport, Iowa, as sports director, succeeding **Milo Hamilton,** who has moved to sports staff, WIND Chicago.

**Bob Bochroch,** formerly with NBC, to sales staff, WPEN Philadelphia; **Kay Ellen Svidendky** to station as mail room director.

**William T. Romaine,** administrative assistant, WSAZ Inc. (WSAZ-AM - TV Huntington, W. Va.), appointed account executive; **Dr. Arthur E. Beckett,** pastor, Huntington First Methodist Church, named religious advisor to stations, succeeding **Rev. Griffin Callahan,** Huntington St. Peter's Episcopal Church rector who leaves to assume duties with Pittsburgh church.

**James A. Wethington,** former sales manager, KONA (TV) Honolulu, to sales staff, KGMB-TV there; **Peggy Crider,** formerly with programming dept., NBC-TV Hollywood, to KGMB-TV.

MR. TYKESON

**Donald Tykeson,** sales executive, KPTV (TV) Portland, Ore., appointed sales manager.

**Peg Snyder,** formerly with KIVA - TV Yuma, Ariz., to sales staff, KTVK (TV) Phoenix, Ariz., also handling daily women's show.

**John Craig,** formerly salesman, Reuben H. Donnelley Corp., Cincinnati, to sales dept., WKRC-TV Cincinnati.

**Ted L. Snider,** formerly handling national sales, KOAT-TV Albuquerque, N. M., and at one time with KFMB-TV San Diego, Calif., returns to KFMB-TV as account executive.

**John Aldern,** promotion manager, KOA Denver, promoted to sales staff; **Orville Rennie Sr.** succeeds Mr. Aldern.

**Jim Power,** formerly sales representative, Lou Falkenhagen Co. (plumbing, heating products), Seattle, to sales dept., KOMO there.

**Richard Lashbrook,** formerly announcer, WTVH-AM-TV Peoria, Ill., to announcing staff, WSAZ-AM-TV Huntington, W. Va.

**Bob Reynolds** to WDSU New Orleans as announcer; **Keith Frederickson,** formerly with Western Adv. Agency, Chicago, to WDSU continuity dept.

**Larry Gordon,** formerly disc m.c., *Commuter's Express* show, WNMP Evanston, Ill., to WISN Milwaukee conducting *Larry Gordon Show.*

**Marjorie King,** personality, KNBC San Francisco, signed to another 52-week exclusive contract by station.

**Bob Callahan,** formerly account executive, WLWC (TV) Columbus, Ohio, to KDUB-TV Lubbock, Tex., as sales representative.

MR. CALLAHAN

**Philip S. Page,** veteran network announcer and radio personality, to KFH-AM - FM Wichita, Kan., as personality handling several shows.

**Pat Buttram,** featured on CBS Radio and CBS-TV *Gene Autry Show,* signed for twice - weekly disc jockey program on WBBM Chicago.

**Dixie Lee,** formerly with WQAM Miami, to WLW-WLWT (TV) Cincinnati on *Midwestern Hayride* program as personality.

**Max Zides** and **Tom Currier,** Hum and Strum personality team, formerly with WJAR-TV Providence, R. I., to WMUR-TV Manchester, N. H.

**Mary Kohn,** formerly with N. W. Ayer & Son, Phila., to promotion dept., KYW Philadelphia; **Ellen Johansen,** KYW, transfers to Westinghouse Broadcasting Co., N. Y. headquarters; **Betty Lou McCarthy,** KYW traffic dept., to sales dept. as secretary; **Emma Mae Stewart** to traffic dept.

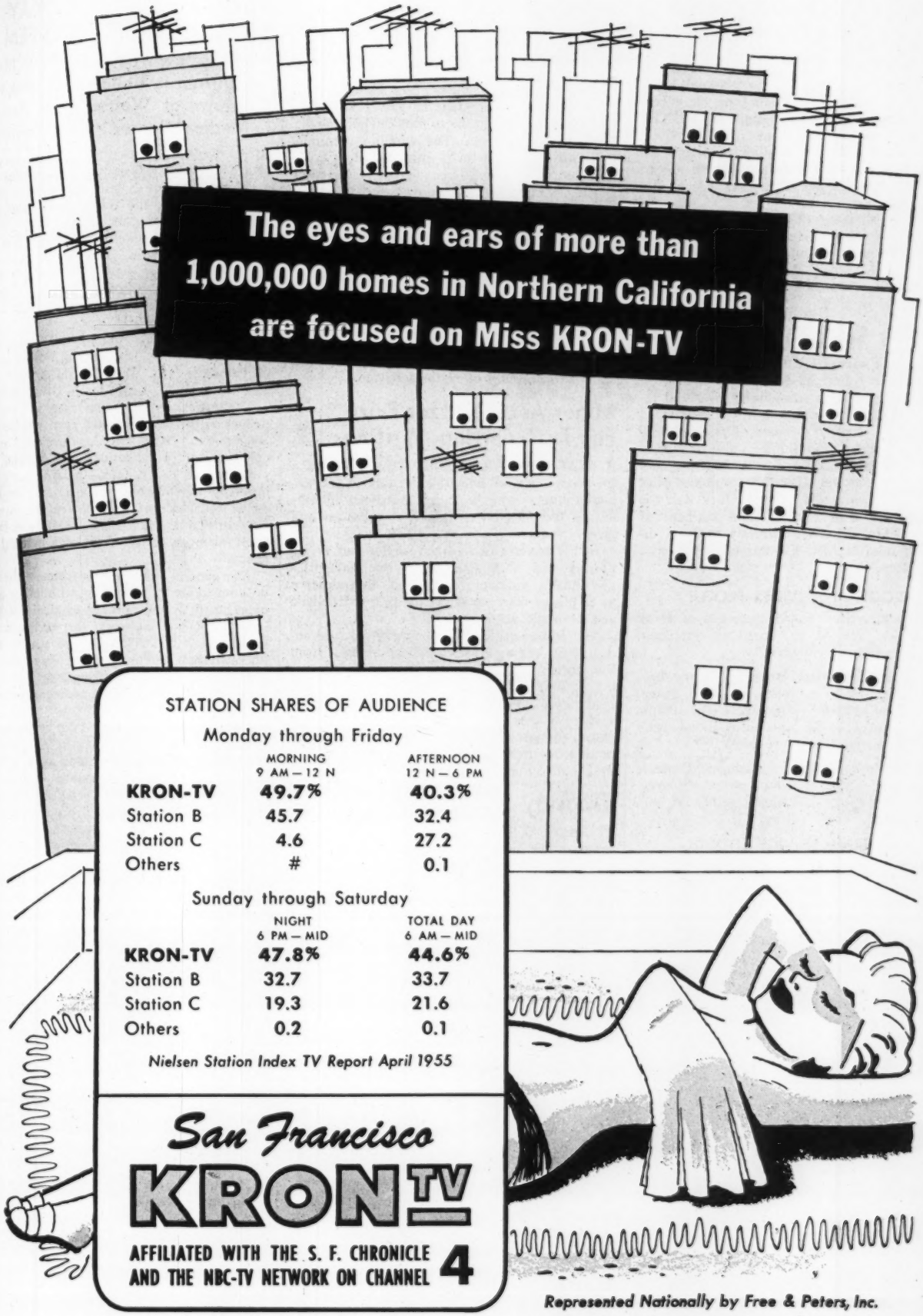
**N. Joe Rahall,** co-owner with brothers Sam and Farris of WWNR Beckley, W. Va., WKAP-AM-TV Allentown, Pa., WNAR Norristown, Pa., and WFEA Manchester, N. H., has accepted invitation from Secretary of Defense Charles E. Wilson to attend orientation conference for civilian leaders in Washington Oct. 6-15 on status and problems of defense program at which members will be invited to submit views on subject.

**Raymond W. Welpott,** manager WRGB (TV) Schenectady, N. Y., elected president, Schenectady Chamber of Commerce.

## REPRESENTATIVE PEOPLE

**LeGrand S. Redfield,** manager, special services department, Edward Petry & Co., and Mrs. Redfield parents of son, LeGrand S. Jr., born Sept. 6 at Doctors Hospital, New York. Mrs. Redfield is former Carol Petry, daughter of Edward Petry, head of station representation firm.

New! ATLAS
QUIET— as a Cat on Velvet!
PORTO-BOOM
for studio and portable service
Velvet-smooth balanced operation, collapsible for easy transportation, fast set-up and knock-down . . . all the features you want in a quality boom stand. Careful ATLAS design means such additional advantages as: positive prevention of accidental or sudden collapse of upright, rapid height adjustment yet prevention of sudden downward motion, 360° mike rotation; noise-free mike suspension, automatic positioning regardless of boom angle.
Upright retracted, 5' 4" ft.; extended, 9 ft.
Boom retracted, 7 ft.; extended, 18 ft.
18-FOOT BOOM EXTENSION
MODEL BS-37
LIST $625.00
USER NET PRICE $375.00
ATLAS the COMPLETE LINE of MIKE STANDS & ACCESSORIES
WRITE FOR FREE CATALOG.
ATLAS SOUND CORP. 1445 39th St., Brooklyn 18, N. Y.
In Canada: Atlas Radio Corp., Ltd., Toronto, Ont.




STATION SHARES OF AUDIENCE

Monday through Friday

| | MORNING 9 AM – 12 N | AFTERNOON 12 N – 6 PM |
|---|---|---|
| **KRON-TV** | **49.7%** | **40.3%** |
| Station B | 45.7 | 32.4 |
| Station C | 4.6 | 27.2 |
| Others | # | 0.1 |

Sunday through Saturday

| | NIGHT 6 PM – MID | TOTAL DAY 6 AM – MID |
|---|---|---|
| **KRON-TV** | **47.8%** | **44.6%** |
| Station B | 32.7 | 33.7 |
| Station C | 19.3 | 21.6 |
| Others | 0.2 | 0.1 |

*Nielsen Station Index TV Report April 1955*

*San Francisco*

**KRON TV**

**AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4**

***Represented Nationally by Free & Peters, Inc.***

**No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"**

## PROGRAM SERVICES

# BMI 1956 CLINICS TO START FEB. 26

BROADCAST MUSIC Inc. has announced that its schedule of 42 clinics during 1956 will begin Feb. 26 and continue through June 15, except for a six-week period surrounding the NARTB's mid-April Chicago convention.

A complete schedule of clinic dates and locations is due to be released this week, Glenn Dolberg, BMI vice president in charge of station relations, reported.

BMI said all seven FCC commissioners have accepted invitations to speak individually at as many clinics as they can and that 19 states have announced that their state meetings will be scheduled to run concurrently with the BMI clinic.

## Friendly Sells Interest

EDWIN S. FRIENDLY will sell his stock interest in Barry Enright & Friendly Inc., New York, and company's subsidiaries, and will resign from active participation, it was announced Thursday. Company produces *Life Begins at 80, Juvenile Jury,* and *Winky Dink and You.* Mr. Friendly will retain an interest in the *Winky Dink* program as well as in two completed pilot films, *The Gillmen* and *Conflict.* Jack Barry is president and Dan Enright vice president of the firm. Mr. Friendly, formerly national director of sales at ABC-TV, has not announced future plans.

### PROGRAM SERVICES PEOPLE

**A. J. Gock,** retired board chairman of Bank of America, elected to board of directors, Capitol Records, Hollywood.

**Carl Haverlin,** president, Broadcast Music Inc., N. Y., appointed chairman, radio-tv group, N. Y. State Citizens Committee for Public Schools, non-profit organization aiding state communities with school problems.

**A. Frank Reel,** operations manager, Frederic W. Ziv. Co., N. Y., father of girl, Judy, Aug. 23; **Len Firestone,** sales dept., father of son, Jack, Aug. 23.

### PROGRAM SERVICE SHORTS

**RCA Victor Record Div.,** N. Y., and Camden, N. J., has moved to 155 E. 24th St., N. Y.; tel.: Murray Hill 9-7200.

## AWARDS

## Two Tv Awards Made At Venice Film Festival

A SERIES of animated silhouette films made in London for tv—"The Gallant Little Tailor" one of the *Animated Fairy Tales* distributed by the film division of General Teleradio Inc.—has won first prize in the tv film category at the Venice Film Festival. The winning presentation was designed and animated by Lotte Reiniger. The series is made up of 26 films which use cut-out and shadow-screen effects.

Second prize for tv films at the festival was won by the *Adventure* program shown on CBS-TV on June 19, relating the story of the Family of Man. The story was done in three parts featuring these guests: photographer Edward Steichen, Mrs. Eleanor Roosevelt, Carl Sandburg and Dr. Harry L. Shapiro of the American Museum of Natural History (New York). The program is produced by Robert Northshield and is a joint effort of CBS-TV and the American Museum of Natural History.

## Miner Asks Pulitzer Prize For Tv Reporting, Writing

A PETITION to the Pulitzer Prize Committee for recognition of television writing in the annual Pulitzer Prize selections has been submitted by Worthington C. Miner, tv producer and program creator.

In his petition Mr. Miner singled out tv reporting and dramatization as two categories that justify national recognition, that deserve to be placed on a par with "the best journalistic and dramatic achievements."

Mr. Miner criticized the motion picture industry for stifling creative talent, taking it from the writers and vesting it in directors and producers and only in a few instances providing recognition and encouragement. Television, he said, in a little more than eight years "has encouraged more original, more creative and more courageous thought than motion pictures have in a half-century."

## Treasury Awards Networks

PRESENTATIONS have been made to the major radio and television networks of the Minuteman and Flag Awards of the U. S. Treasury Dept. for their contributions toward promotion of the sale of U. S. Savings Bonds.


WCKY • THE LARGEST* NIGHTLY AUDIENCE OF CINCINNATI • ANY INDEPENDENT STATION IN THE NATION


## MANUFACTURING

# RCA GETS ARMY OKAY FOR COLOR TV SYSTEM

### Army awards RCA $425,800 contract to build three color tv setups at Walter Reed Army Medical Center in Washington.

RCA disclosed last week that it has been awarded a $425,800 contract for installation of a color tv system to be used by three government activities at the Walter Reed Army Medical Center, Washington, D. C.

Sharing in the announcement were Maj. Gen. Leonard D. Heaton, commanding general of Walter Reed, and W. W. Watts, executive vice president, RCA Electronic Products. The contract for the system was awarded RCA on the basis of a low bid.

Three complete systems actually will be installed for use of the Armed Forces Institute of Pathology, the Walter Reed Army Hospital and the Army Medical Service Graduate School.

The installation, now underway and scheduled to be completed early next year, represents the largest such system thus far developed for non-entertainment applications, RCA said. Gen. Heaton said the system—the first such installation in the Washington area and the largest and most modern tv studio in the services—would be available for the use of other Defense Dept. agencies in the event of a national emergency.

The general said that an ultimate use would be connection of a system with other government hospitals and military medical installations "for a medical network for exchange of information and services." The studios can be operated independently or operated as a combined network, each equipped for closed circuit tv operation or for direct transmission to commercial tv network lines.

The systems will be used for research, teaching and consultation. Thirty RCA 21-inch color tv receivers will be distributed among the three locations for viewing purposes. Provisions also have been made for the relay of signals from any one of the studios to a projector located in a central auditorium for large-screen color.

One of the most spectacular advantages to be gained from the system, according to Mr. Watts, will be the opportunity for consultation during operations with specialists via the system's connections. RCA last January used color tv for just that purpose in an inter-city demonstration of consultation and diagnoses by pathologists. Cities used were Philadelphia, Washington and Baltimore.

## Intermixing Tape Equipment Developed by Magne-Tronics

EQUIPMENT that automatically intermixes program material from two different tapes on a pre-determined sequence and frequency has been developed by Magne-Tronics Inc., New York, for its fm multiplex and wired music franchises.

According to P. L. Deutsch, president of the company that produces tape-recorded background music programs for business and industry, the equipment is designed to meet specific operating requirements for the firm's "injection tape system." Intermixture is cued by the duration of the silent intervals programmed between recorded material.

Two eight-hour tape playback machines interconnected with interval timers permit an operator to update any eight-hour tape by automatically inserting into the program the new tunes recorded and released on a regular basis by

*Jac LeGoff asks:*

# WHAT IS YOUR MOST IMPORTANT ACTIVITY OUTSIDE OF YOUR JOB?

**JAC LeGOFF, Well-known television newscaster, WJBK-TV, Detroit**

**FREDDIE M. GARTER,**
**Standard Oil Plant Cashier, Grand Rapids, Michigan:**

"That's a hard question to answer, but if I have to select *one* outside activity as the most important, I think it would have to be my church work. I have been president of our Sunday School and now am serving as church treasurer. It has been a personally rewarding experience to be helpful in both a material and spiritual way. But there are two other outside activities in which I am very much interested — Scouting and PTA. I am the Scoutmaster of Troop 272 and am treasurer of the Godfrey School PTA."

**MYRON E. JOLIDON,**
**Standard Oil Division Industrial Relations Manager, Milwaukee, Wisconsin:**

"Traffic safety has been a pet project of mine for a long time. Safety should be everyone's business, and I realized this more than ever when I had the privilege of serving as president of the Wisconsin Council of Safety and as chairman of the Foremen's Safety School of the Milwaukee Association of Commerce. I've spent 30 years in safety promotional work as a career, so my outside activity in behalf of traffic safety has been a little like a postman's holiday."

**DEAN H. HULL,**
**Standard Oil dealer, Springfield, Colorado:**

"As a business man in a small community, I feel a special responsibility about good government in our town. There are a lot of privileges that go with citizenship, but for each one there is a balancing duty. Right now I am chairman of our City Council and in charge of the Streets Department and Electrical Department. I am also a member of the City Board on housing projects. Another important activity is the Student-Business Exchange Program, which helps local high school students get acquainted with business problems."

**LEE WILSON, Electrician,**
**Standard Oil Refinery, Sugar Creek, Missouri:**

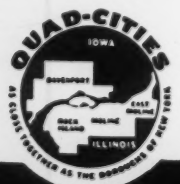
"I'm sold on Scouting, and for the past eleven years I have devoted most of my spare time to Boy Scout work. I am Scoutmaster of Troop 204, Independence, Missouri, and it's really rewarding to me to work with a boy who is making the hard climb up what we call 'the Eagle Trail.' You've heard that good Scouts become good citizens, and I know it's true. There's a special reward for Scoutmasters in watching their boys grow up and have a head start toward happy and successful adult lives. I am proud to be a part of this organization and to have two sons who are Boy Scouts."

**Good citizenship on the part of a man or a company does not occur accidentally. It grows out of the constant practice of "The Golden Rule". Standard Oil is proud that many thousands of its employees and dealers find time to do just as good a job for their communities as they do for us.**

**STANDARD OIL COMPANY (INDIANA)**

STANDARD

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.
NOW ¼ MILLION PEOPLE
According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.
CBS FOR THE


Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.



Magne-Tronics, Mr. Deutsch explained. Automatic intermixture of the contents of any two eight-hour tapes can be employed, and tape-recorded spot announcements can be machine-fed into the music program at desired points between selections. Mr. Deutsch said his firm expects by the year's end to more than double its 33 fm multiplex and wired music franchises now set up in U. S., Canada and Bermuda.

## RETMA 7-Month Figures Show Radio, Tv Set Production Up

THE Radio-Electronics-Television Mfrs. Assn. reported today that during the first seven months of 1955 production of television receivers was more than 32% above the same period last year and radio set output increased more than 46%.

From January through July of this year, the association reported, 4,173,088 television receivers were manufactured compared with 3,152,132 sets produced during the first seven months of 1954. Radio set production increased to 7,777,378, against 5,324,620 last year.

Of the seven months television production, RETMA reported that 622,268 sets were equipped with uhf tuning facilities. Fm-equipped radios accounted for 92,289 sets while the figure for fm-equipped tv receivers was set at 8,846.

The following table shows the production figures for the first seven months of 1955:

| | Television | Home Radio Sets | Radio Portables |
|---|---|---|---|
| January | 654,582 | 280,121 | 47,303 |
| February | 702,514 | 232,831 | 109,120 |
| March (5 wks.) | 831,156 | 300,840 | 233,465 |
| April | 583,174 | 193,431 | 265,866 |
| May | 467,394 | 161,357 | 258,701 |
| June (5 wks.) | 589,973 | 181,930 | 255,833 |
| July | 344,295 | 141,119 | 79,410 |
| | 4,173,088 | 1,491,629 | 1,249,698 |
| | **Auto Radios** | **Clock Radios** | **Total Radio** |
| January | 573,837 | 166,885 | 1,068,146 |
| February | 597,742 | 150,031 | 1,089,724 |
| March (5 wks.) | 774,025 | 173,944 | 1,482,274 |
| April | 567,876 | 72,602 | 1,099,775 |
| May | 563,369 | 130,608 | 1,114,035 |
| June (5 wks.) | 584,567 | 182,605 | 1,204,935 |
| July | 404,443 | 93,517 | 718,489 |
| | 4,065,859 | 970,192 | 7,777,378 |

## Technical Papers, Exhibits Set for Electronics Meet

A PROGRAM of nearly 100 technical papers and over 180 exhibits ranging the scope of electronic research, development and application will be offered during the 11th annual National Electronics Conference in Chicago this fall.

The Radio-Electronics-Television Mfrs. Assn. and the Society of Motion Picture & Television Engineers again will join sponsoring groups as participants in the event, to be staged at the Sherman Hotel Oct. 3-5.

A highlight of the 1955 conference will be an opening-day luncheon address by A. V. Astin, director of the National Bureau of Standards, Washington. O. I. Thompson, De Vry Technical Institute, Chicago, will preside as president of the 1955 event. Representatives of leading manufacturing firms will deliver talks.

Sponsors are the American Institute of Electrical Engineers, Illinois Institute of Technology and Institute of Radio Engineers, along with Northwestern U. and U. of Illinois.

Delegates may register in advance by writing to National Electronics Conference Inc., John S. Powers, executive secretary, 84 E. Randolph St., Chicago 1, Ill.

WILLIAM J. WALLACE, president of Big Spring Television Inc., signs a contract for complete General Electric studio and transmitter equipment to outfit KBST-TV Big Spring, Tex., while James H. Douglas, GE general sales manager, watches. Target date for the ch. 4 CBS affiliate is Nov. 15.

## RCA Offers N. Y. Service

RCA will open tomorrow (Tuesday) new facilities in New York City for the repair, modification and overhaul of all its commercial and industrial electronic equipment, W. L. Jones, vice president, technical products service department, announced last week. The new shop will be set up at 419 W. 54th St., supplementing RCA Service Co.'s similar facilities in Camden, N. J. New facilities will serve RCA equipment users—including broadcasters—in the New York metropolitan area and will be under the management of J. J. Brown.

## Audio Fair Exhibits High

A GREATER number of exhibitors will participate in the 1955 Audio Fair, Oct. 13-16, Hotel New Yorker, New York, than have ever before taken part in a display of hi-fi equipment, Harry N. Reizes, fair manager, reports.

The fair is sponsored annually by the Audio Engineering Society and held in conjunction with the society's annual convention. There is no charge at the exhibit.

### MANUFACTURING PEOPLE

**G. W. Wallin,** formerly engineering vice president, Webster-Chicago Corp. (tape recorders), Chicago, appointed to newly-created position, executive vice president, TDC Div. (Three Dimension Co.), Bell & Howell Co., Chicago.

**Nathaniel B. Nichols,** manager, research div., Raytheon Mfg. Co., Waltham, Mass., named commercial equipment engineering activities manager; **Burton B. Stuart,** New England district manager, equipment marketing div., promoted to product planning manager, industrial sales dept.

**James L. Wassell,** midwest regional sales manager, professional motion picture dept., Ansco Div. (photographic equipment), General Aniline & Film Corp., Binghamton, N. Y., appointed coordinator, professional equipment and instrument div., Bell & Howell Co. (motion picture equipment), Chicago.

# Certainly, fish can talk

## ... when you use film!

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you **USE EASTMAN FILM.**

For further information—what film to use—latest processing technics, address:

Motion Picture Film Department
**EASTMAN KODAK COMPANY**
Rochester 4, N. Y.

***East Coast Division***
342 Madison Avenue
New York 17, N. Y.

***Midwest Division***
137 North Wabash Ave.
Chicago 2, Illinois

***West Coast Division***
6706 Santa Monica Blvd.
Hollywood 38, California

*or* **W. J. GERMAN, INC.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Are you shooting your films IN COLOR? *You should be!* You'll be needing it.

## Communications Law Firm Opened by Sylvia Kessler

OPENING of a new communications law firm in Washington has been announced by Sylvia D. Kessler, who held key legal posts with the FCC for 11 years and later was with the Cohn & Marks law firm for two years.

Miss Kessler, a native of Washington, joined the FCC in 1943 and subsequently served as legal assistant to former FCC Comr. Ray C. Wakefield and chief of the Office of Opinions & Reviews. She also has had FCC experience in the common carrier and safety and special services fields, in addition to broadcasting. Miss Kessler left the Commission in 1953 to join Cohn & Marks and announced intentions of forming her own firm last May [B•T, May 23].

Her new office is located at 901 Tower Bldg.

### PROFESSIONAL SERVICE SHORTS

**Saturday Evening Post** in Sept. 10 issue carries article on *The Big Idea* tv show which demonstrates new inventions. Series is carried live on WCAU-TV Philadelphia and is now being filmed for national distribution.

**Kline-Simpson & Assoc.,** 6223 Selma Ave., Hollywood, formed by Fred W. Kline and Len Simpson as publicity, public relations and merchandising firm. Telephone is Hollywood 2-6371. Firm has retained Robert S. Butts and Jerome Paley as legal counsel and business consultant, respectively. New company also reports it will supervise $1 million campaign in radio, tv and motion pictures to introduce Fantastic, new home permanent which will debut Oct. 1.

**New York Institute of Photography** retains Bosh Stack Assoc. (public relations), N. Y., for publicity, promotion and public relations campaign for both resident and correspondence courses. Working with Bosh Stack, Kaplan Adv., Institute's agency, is mapping plans for promotion in nine markets using all media.

### PROFESSIONAL SERVICE PEOPLE

**Thomas R. Curran,** vice president in charge of South American operations for past 12 years, United Press, named UP assistant general manager, headquartered in N. Y.; **W. H. McCall,** South America UP services director since 1942, named Latin America general manager.

**Dave Baylor,** vice president, Telerad Inc. (station management), Pueblo, Colo., resigns effective Sept. 15 and will announce new connection Oct. 1.

**Gene Schroeder,** writing staff, International News Service, Chicago, promoted to bureau manager.

**Irwin R. Franklyn** to Arthur J. Jacobs Co. (public relations), N. Y., as executive associate.

**Jack Kennett,** account executive, Ettinger Co. (publicity), L. A., appointed editorial director of west coast operation.

**Paul A. O'Bryan,** senior partner, Dow, Lohnes & Albertson (law), Washington, elected chancellor, Delta Theta Phi law fraternity; **Alfred C. Cordon Jr.,** also with Dow, Lohnes & Albertson, named associate justice of fraternity's supreme court.



# 9 IN CBS-TV MARKET PLAN GET RATE HIKE

**Success of nine-month-old Extended Market Plan cited by Shurick who reports 35 national advertisers are buying all of the 22 stations in the network's plan for smaller-market station outlets.**

RATE boosts for nine of the smaller-market stations affiliated with CBS-TV under the network's Extended Market Plan were announced last week by Edward P. Shurick, CBS Television's national director of station relations, who noted that the increases come just nine months after EMP was launched.

He also reported that 35 national advertisers are now buying "some or all" of the 22 stations in CBS-TV's EMP, which was launched last Jan. 1 as a plan to bring smaller-market outlets into the overall network tv picture. The network rates for EMP stations were set low at the outset, with CBS-TV giving assurances that they would be adjusted upward as soon as increased circulation justified it.

The nine for which rate increases were announced last week are WDXI-TV Jackson, Tenn. (ch. 7); KVEC-TV San Luis Obispo, Calif. (ch. 6); WBOC-TV Salisbury, Md. (ch. 16); KGVO-TV Missoula, Mont. (ch. 13), and KVOS-TV Bellingham, Wash. (ch. 12), all of whose rate boosts become effective Oct. 1, and WTVY (TV) Dothan, Ala. (ch. 9); KLAS-TV Las Vegas, Nev. (ch. 8); WKNY-TV Kingston, N. Y. (ch. 66), and WJDM (TV) Panama City, Fla. (ch. 7), whose increases go into effect Oct. 9.

In announcing the increases, CBS-TV said: "By being offered to advertisers at a heretofore unprecedented low rate, these stations began to be included in advertisers' lists of markets desired. As this brought top network programming to the region, more sets were sold and tuned to the station, resulting in increased circulation. The results of the first overall analysis of the progress made by stations belonging to EMP have now shown increased circulation figures for the nine stations sufficient to justify the rate increase."

Mr. Shurick estimated that annual volume of the consumer purchasing power in the markets served by EMP stations is close to $3 billion, "placing it No. 8 in retail sales in the nation—if considered as one giant market."

He also noted that television penetration in EMP areas has increased considerably and may be expected to continue to grow. As of July 1, he said, set ownership in these areas was more than 368,000, with a home penetration of close to 40%.

Although the rates are being raised on nine stations, Mr. Shurick emphasized, the cost-per-thousand to advertisers using these stations has gone down as a result of CBS-TV pricing practices and increased circulation.

## WGTH-TV Joins CBS-TV; Sale to Network Pending

AGREEMENT was announced Thursday of an Oct. 1 affiliation of WGTH-TV Hartford with CBS-TV. CBS purchased the station last July from General Teleradio Inc. for $650,000. The sale is pending FCC approval.

The agreement was disclosed jointly by Alex Campbell Jr. of General-Times Corp. which owns and operates the uhf ch. 18 station, and by Edward P. Shurick, national director of station relations, CBS-TV. The am affiliate, also owned and operated by General-Times was not affected by the proposed sale to CBS.

The am and tv outlets were separated on Aug. 15 when Jack Downey was named operating head and program director of television and George Morris appointed general sales manager. The tv station went on the air last October and has been programming from 3 p.m. to midnight daily. When affiliated with CBS, the station will operate full time.

## New Winchell Series Launched on Mutual

WALTER WINCHELL, commentator-columnist, is presenting a quarter-hour news and commentary program on Mutual, Sundays at 6 p.m. EDT [B•T, Sept. 5], and is sponsored by Trans-World Airlines in cities which TWA services, MBS announced last week. The series, which was to start yesterday (Sunday), is available for sale by other Mutual stations on a co-op basis. TWA agency is BBDO, New York.

Effective Oct. 2, the Winchell program will be followed by a quarter-hour newscast sponsored by Airwick, White House tea, and other Seeman Bros. products. Agency is Norman, Craig & Kummel, New York.

# NETWORKS DIFFER ON GOP TIME BID

**Request for equal time to answer Truman Labor Day speech draws different replies from ABC, CBS and NBC.**

REQUEST by the Republican National Committee for equal time on three networks to answer former President Truman's Labor Day address—labeled by the GOP high command as "political"—was answered last week in three different ways.

In substance, ABC said yes, CBS said no, and NBC said maybe. Mr. Truman's talk was carried on ABC Radio, CBS-TV, and on both radio and tv by NBC.

Leonard W. Hall, chairman of the Republican National Committee, wired all three networks Tuesday, saying: "Harry Truman's speech from Detroit as carried by [your] network contained an outright appeal for votes for Democratic Party candidate for President. As provided by law, I request equal time for Republican Party to answer this political talk."

CBS' answer came from Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, who, in effect, denied the time to GOP.

Mr. Mickelson, noting that Mr. Hall had referred in his wire to the request "as provided by law," said, "as you know, equal time provisions of Sec. 315 of the Communications Act are inapplicable since those provisions apply only to speeches by actual candidates." Mr. Mickelson, however, maintained that CBS' policy was to provide "on an overall basis fairness and balance for opposing political views whether during election periods or not." Thus, he said, CBS felt that Mr. Hall's request came under consideration on the basis of general scheduling of talks by both parties "over a reasonable period of time" rather than as an individual speech.

On this basis, Mr. Mickelson said, CBS believed "appropriate fairness and balance have been maintained" since the only party talks

*only a combination of stations can cover Georgia's major markets*

# THE GEORGIA TRIO

| WAGA | WMAZ | WTOC |
|---|---|---|
| *Atlanta* | *Macon* | *Savannah* |
| 5000W. 590KC | 10,000W. 940KC | 5000W. 1290KC |
| CBS Radio | CBS Radio | CBS Radio |

*The Trio offers advertisers at one low cost:*

**concentrated coverage**
**merchandising assistance**
**listener loyalty built by local programming**
**dealer loyalties**

*in 3 major markets*

represented individually and as a group by

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carried this year on the network were, for the Democrats, by Adlai Stevenson last July 6 and Mr. Truman on Labor Day; and, for the GOP, Vice President Nixon last May 23 (11:15-11:45 p.m.) and another by Mr. Nixon slated for Oct. 19 in addition to other talks by Republican spokesmen, "some of which included political content or had political implications." Since CBS believed that fairness and balance were met in this programming, Mr. Mickelson said the network did not feel justified in granting Mr. Hall's request.

ABC President Robert E. Kintner, on the other hand, wired Mr. Hall that the network "would be pleased to allocate time for a Republican spokesman mutually agreeable to you and us" in the "interest of public information." Mr. Kintner suggested Vice President Nixon, or, if he is unavailable, some other "leading representative" of the GOP. He said arrangements could be made with Thomas Velotta, ABC vice president.

NBC said Mr. Hall's request was "under consideration." As of Thursday, no decision had been reached but the network pointed out that Mr. Hall himself had been previously scheduled to appear last Thursday morning on NBC-TV's *Today* program and yesterday (Sunday) on its *Meet The Press* program.

## Four Public Affairs Series To Be on ABC-TV in Fall

FOUR major public affairs series—*Outside U. S. A., Tomorrow's Careers, Dean Pike* and *College Press Conference*—will be presented by ABC-TV in the fall season, according to John Daly, vice president in charge of news, special events, sports and public affairs.

*Outside* features commentator Quincy Howe and started Sept. 1 (Thursdays, 10-10:30 p.m. EDT); *Tomorrow's Careers* is produced in cooperation with Johns Hopkins U. and starts Sept. 17 (Saturdays, 10-10:30 p.m. EDT); *College Press* starts Oct. 9 (Sundays, 1-1:30 p.m. EDT, changing Dec. 18 to 4:30-5 p.m. EDT); *Dean Pike* starts Oct. 9 and features talks and discussions emphasizing The Very Rev. Dr. James A. Pike's position as dean of the Cathedral of St. John the Divine, New York, and as adjutant professor of religion and law, Columbia U. (Sundays, 1:30-2 p.m. EDT, changing Dec. 18 to 4-4:30 p.m. EDT).

## ABC Signs WTTV (TV)

WTTV (TV) Bloomington, Ind., will affiliate Sept. 15 with ABC-TV, Alfred R. Beckman, director of station relations for the network, announced last week. The ch. 4 station is owned and operated by Sarkes Tarzian Inc. Robert Lemon is general manager.

### NETWORK PEOPLE

**Larry LeSueur** named United Nations correspondent for CBS News and will broadcast CBS Radio's *United Nations Report* (Sun., 10:45-11 p.m. EDT). He succeeds CBS' Winston Burdett, now in Europe on roving assignment.

**Phil Hirsch,** manager, graphics dept., NBC, for more than 20 years, resigns to open Graphic Consultants, 40 E. 51st St., N. Y.

**Phyllis Hoecker,** sales presentation div., CBS Radio, to sales presentation and planning div., MBS.



## German Firm Develops Miniature Tv Camera

MINIATURE television camera which is 5⅛ in. long and has a diameter of only 2⅜ in. was introduced by Grundig, German radio and equipment manufacturer, during the Duesseldorf Electronics Show (see photo).

It is equipped with a Mini-Resistron tube which is 90 mm long and has a diameter of 15 mm. There are a number of sub-miniature tubes for amplification purposes in the camera. Lenses are interchangeable and are normal

types as used in 8 mm sub-standard film cameras.

Grundig, which has been producing a larger type of tv camera for some time, built the new model around a specially designed tube (by Prof. Dr. I. Walter Heimann). To begin with the firm will mainly aim sales at industrial fields.

## Canadian Viewers Prefer U. S. Shows

TELEVISION programs from the U. S. led the four-city, Montreal, Toronto, Winnipeg and Vancouver, national "Teleratings" report of Elliott-Haynes Ltd., Toronto, for August. Top 10 evening tv network shows seen in Canada were *Toast of the Town,* 54.4; *America's Greatest Bands,* 42.2; *Drama at Ten,* 41.9; *Four Star Playhouse,* 37.2; *Tv Playhouse,* 36.1; *Dragnet,* 32.8; *Tv Theatre,* 30.4; *I Love Lucy,* 30.1; *Dear Phoebe,* 30, and *Big Town,* 29.6.

The August "Teleratings" covered in detail the Montreal French language market, Montreal English language audience, Toronto, Winnipeg, Vancouver, Quebec City, Hamilton and London. Elliott-Haynes estimated that on Aug. 1 there were 1,349,200 tv sets in use in all of Canada.

## Quebec Broadcasters Seek Change in CBC Regulations

NAMING of products for beer, wine or liquor advertisers should be permitted on Quebec radio stations, the Quebec Assn. of Broadcasters will point out at the Sept. 15 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac, Quebec City.

The association has asked that CBC regulations pertaining to beer, wine and liquor advertising be changed from the present mere naming of the sponsor, to include naming of a sponsored product in the commercial. Alcoholic beverage advertising is at present permitted only in Quebec province. Some months ago the association was successful in having the regulations changed to permit minimum of 10-minute programs from 15-minute programs under liquor, beer or wine sponsorship.

The CBC board will also be asked to approve a power increase for CFPL-TV London, Ontario, ch. 10, from 117 kw video and 59.6 kw audio, to 325 kw video and 195 kw audio, with antenna height unchanged at 576 feet above terrain.

## Tangier Meeting Sept. 19-21 Seeks Tv Film Cooperation

CONFERENCE to promote international cooperation between film producers and distributors and television organizations in the exchange of educational, scientific and cultural programs will be held in Tangier Sept. 19-30.

Stress at the meeting is expected to be laid primarily on the adaption of existing films to television, particularly educational tv. Move also will be made to "stimulate the development of television as a medium for the promotion of international understanding." Additionally, tv organizations will be aided in their efforts to obtain footage from groups in other countries.

Agenda calls for discussion of such considerations as production, technical requirements, program planning, audience reaction and research.

Among delegates scheduled to participate in a 40-odd group are Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Paul Talbot, Fremantle Overseas Radio; Paul Wagner, Film Council of America, and others, probably including representatives for network and educational tv. UNESCO will supply the administrative and secretarial staff.

## Seeks British Contract

ASSOCIATED British Picture Corp., English firm controlled by Warner Bros., has applied to the Independent Television Authority for the weekend program contract for commercial tv stations at Midlands, Lancashire and Yorkshire, it was reported last week. It is one of nine applications submitted. ABPC has budgeted some $2.8 million for the proposed programming and would employ existing film facilities at its Elstree studios.

### INTERNATIONAL SHORTS

**Chrysler Corp. of Canada Ltd.** will sponsor *Climax* and *Shower of Stars,* CBS-TV series sponsored in U. S. by Chrysler, on 25 Canadian stations via kinescope, effective Dec. 4, following firm's sponsorship of fall football schedule. Agency: McCann-Erickson.

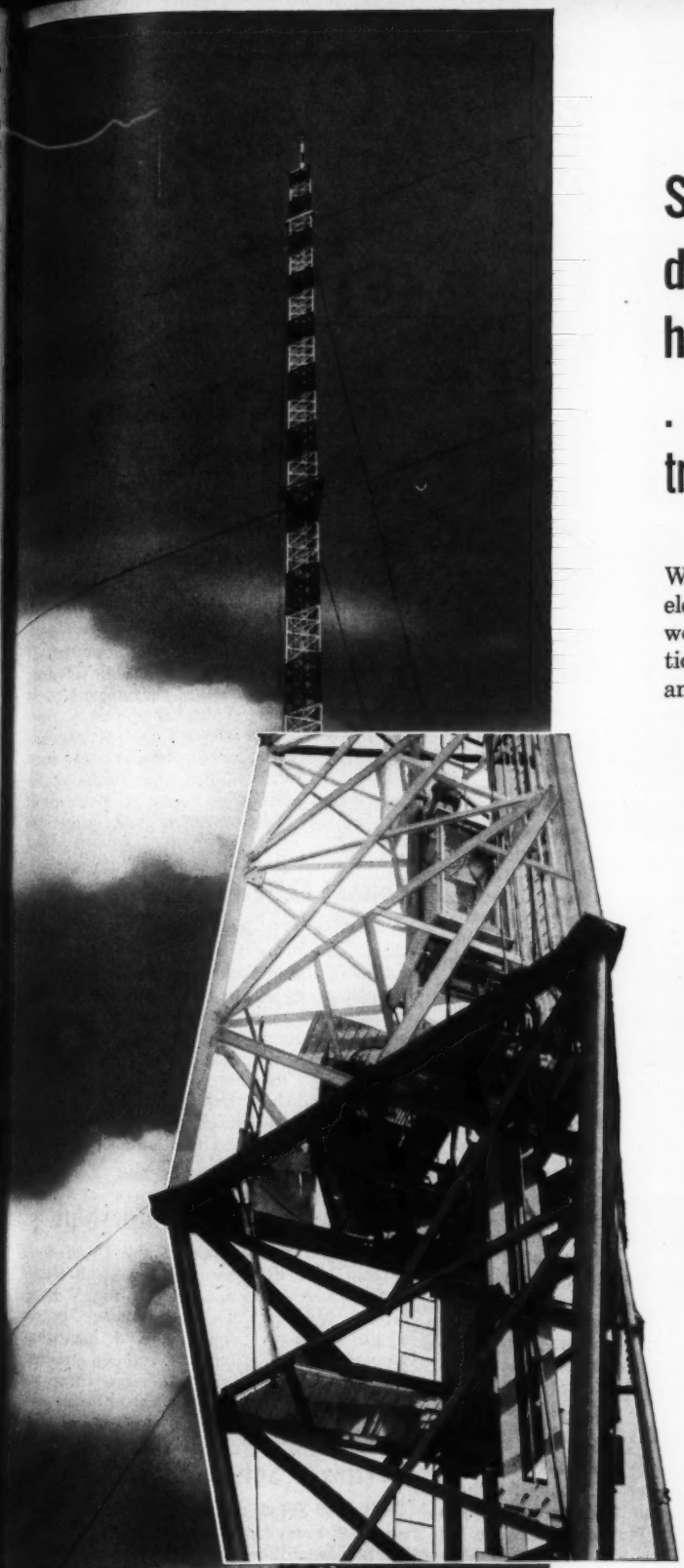
**Productores Unidos,** Mexico City, established to produce tv film commercials for Latin American market. New firm is owned by Alexander Film Co., Colorado Springs, Colo., and Mexican radio-tv operator Emilio Azcarraga. Arno Fabian is general manager with Mauricio de la Serna technical supervisor.

**Imperial Tobacco Co. of Canada** (Player cigarettes), Montreal, and **Du Pont of Canada Ltd.** (nylon), Oct. 16 start alternate weeks of *Father Knows Best* on all English-language Canadian tv stations, Sun., 6:30-7 p.m. Agencies: McKim Adv., Montreal (Imperial); Vickers & Benson Ltd., Toronto (Du Pont).

### INTERNATIONAL PEOPLE

**Neil Harris** named production director, CKCK-TV, Regina, Sask.

**Phil Baldwin,** radio merchandising expert, named promotion manager, CKWX Vancouver, B. C.




# Special TV Tower designed by BLAW-KNOX houses automatic elevator ... for easy servicing of antenna • transmission lines • and lights

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

**BLAW-KNOX COMPANY**
BLAW-KNOX EQUIPMENT DIVISION
**PITTSBURGH 38, PENNSYLVANIA**

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

**Don Davis,** *First Vice President*
**John Schilling,** *Vice Pres. & Gen. Mgr.*
**George Higgins,** *Vice Pres. & Sales Mgr.*
**Mori Greiner,** *Director of Television*

**CHNS**
HALIFAX NOVA SCOTIA
THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
579 Fifth Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
**WKNK**
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Serving Champlain Valley
**WEAV** PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.




## Illinois Suit Would Bar University from Educ. Tv

A SUIT seeking to prevent the U. of Illinois from operating an educational tv station was before the Sangamon County circuit court in Springfield last week—the outgrowth of action taken by a restaurant operator in Evanston, Ill. The university requested that the suit be dismissed.

An attorney for the university told Judge Dewitt Crow that it was not a legitimate taxpayer's suit and should be dismissed. He claimed the "taxpayer," Stephen Turkovich, was really representing the Illinois Broadcasters Assn., which was "not a taxpayer." Attorney Montgomery S. Winning, counsel for Mr. Turkovich, contended that IBA is a taxpayer.

In his suit the suburban Chicago restauranteur maintained that the general assembly of the Illinois State Legislature did not specifically authorize the tv station (WILL-TV on ch. 12 in Urbana) and that any operation would constitute an illegal "disbursement of funds."

## Fifteen Major Cities Use Commercial Tv in Education

A MASTER'S thesis by Virgil Hicks at the U. of Southern California reports that most special tv programs for elementary schools are received from commercial tv stations, and school administrators are pleased with the service.

Mr. Hicks, director of radio and television at Texas Western College, El Paso, found that commercial stations in 15 major cities were telecasting to grade schools while non-commercial tv was operating in only three. The 15 include Baltimore, Columbus, Des Moines, Detroit, Minneapolis, New York, Philadelphia, San Diego and Washington. The three non-commercial cities are Cincinnati, Pittsburgh and St. Louis.

The research was directed by Dr. Kenneth Harwood, chairman, Dept. of Telecommunications, USC.

## Raytheon, RPI Set Plan

CO-OPERATIVE student study plan has been announced by Raytheon Mfg. Co. and Rensselaer Polytechnic Institute. Electrical engineering students at the institute will receive practical training and experience at the Waltham, Mass., electronics firm. Two students start working at Raytheon this fall; two other students will be added each year until the school is represented by six men in the plan.

## MacMullen Heads College

HUGH MacMULLEN, Hollywood film producer-director-writer, has been named to head a new professional training program for students of Pasadena Playhouse College of Theatre Arts. For the past five years, MacMullen has been a producer-writer at Cascade Pictures. He will be dean of the new college. Under Mr. MacMullen's direction, Playhouse training emphasis will shift from the classics to modern stage, screen and tv techniques.

## Northwest Moves Williams

JOHNNY WILLIAMS has been placed in charge of Northwest Radio & Television School's Hollywood branch. He has served as chief instructor for several months at Northwest's Portland school. In addition to Hollywood and Portland, Northwest also operates schools in Chicago and Washington.

## USC To Offer Fall Course Aiding Timebuyers, Salesmen

PLANS for a fall course designed to assist in the training of timebuyers and salesmen in radio and television were announced last week by Dr. Kenneth Harwood, chairman of the Dept. of Telecommunications, U. of Southern California.

The course will consist of a series of lectures by leading representatives in radio, tv and advertising. Instructor will be Frank Crane, managing director of the Southern California Broadcasters Assn., who will be assisted by Wallace Hutchinson, account executive of Weed & Co.

## N. Y. School Announces Fall Courses in Communications

FALL COURSES in communications at the New School for Social Research, New York, have been announced by Dr. Arno G. Huth, head.

A Tuesday night seminar will begin Sept. 27 in international communications for advanced students and professionals. Beginning Sept. 29 and meeting every Thursday will be a course in mass media and international relations. Students are given an opportunity to attend international broadcasts, visit the studios of the United Nations and do research in the special libraries of communication and information services.

## School Gets Color Tv Chain

A COMPLETE RCA live color tv camera chain was being installed last week by the School of Radio Technique, New York, professional training school, for use in a new course on color operation. According to A. R. Hopkins, manager of broadcast equipment marketing of RCA's Engineering Products Div., the school begins its color course today (Monday). The camera chain will operate closed circuit in the school's main tv studio and will be viewed by students on four monitors.

## South Dakota Scholarships

TWO radio scholarships at the U. of South Dakota have been awarded by South Dakota Broadcasters Assn., according to Ray V. Eppel, KORN Mitchell, SDBA president. The two awards, $100 each, were given for high school scholarship, speech, science aptitude and character. The two winners, George Olson and Earl Smith Milbank, will enroll as radio-tv majors this fall.

## Sevareid Scholarship Set Up

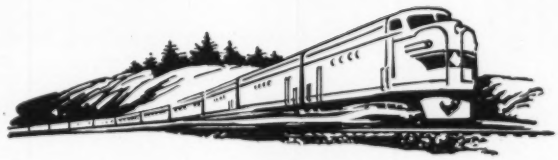
THE Eric Sevareid scholarship of $1,000 for graduate study in radio-television journalism has been established at the school of journalism, U. of Minnesota. Mr. Sevareid, CBS news and Washington correspondent, gave the fund for the scholarship upon receiving the Alfred I. duPont award for distinguished news commentary earlier this year.

### EDUCATION PEOPLE

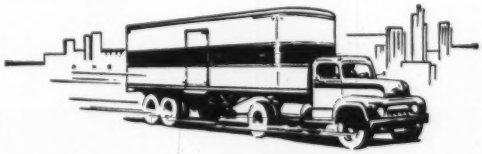
**William A. Harper,** publicity director, Wittenberg College, Springfield, Ohio, appointed information services director, Educational Tv & Radio Center, Ann Arbor, Mich.; **Barton L. Griffith,** radio-tv instructor, U of Michigan, Ann Arbor, appointed ETRC distribution activities director.

## Regulated Competition Has Produced

# THE FINEST TRANSPORTATION SYSTEM IN THE WORLD!

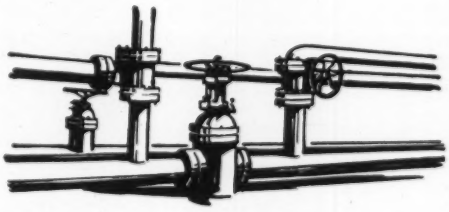


**Railroads Are Currently Enjoying The Greatest Prosperity In Their History Despite Inroads By Passenger Cars, Buses And Planes On Their Passenger Traffic.**



**Motor Transport Has Expanded Its Service To Agriculture, Commerce, Industry And Consumers Steadily Year After Year.**

**Business On The Waterways Is Booming. In The Past 10 Years, Waterways Have Increased Their Share Of The Nation's Total Freight Load.**



**Pipelines Have Been Increasing Their Facilities As A Result Of A Steady Growth In Patronage Over The Years. They Are Enjoying Good Business.**

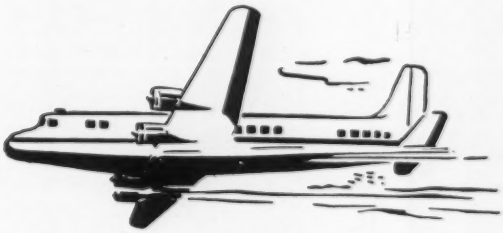
Healthful, vigorous competition in the traditional American manner — subject to certain wise restraints imposed by Congress to foster services and curb abuses — has produced, for the benefit of *all* our people, the finest transportation system in the world.

This system has developed to its present peak not *despite* regulation but largely *because* of it.

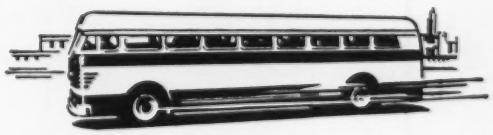
This regulation is not obsolete, archaic regulation developed for a bygone monopolistic era. Year after year the Congress has brought it up to date — kept it dynamic — to meet changing competitive conditions in transportation.

Proof? Since its original enactment, this regulation has undergone more than 150 Congressional alterations and 2 *complete overhauls.*

So, you see — present regulation of our transportation agencies is of the most pertinent up-to-date kind, keyed to present-day conditions and dedicated to serve the best interests of shippers and *you* alike!



**Air Carriers Are Flying More Passengers And More Freight Than In Any Previous Year And The Future Continues To Look Most Promising.**

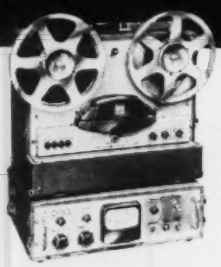


**Despite Widespread Use Of Passenger Cars, Buses Are A Dominant Form Of Personal Transportation, Offering Essential Service To Millions Of People Annually.**

## AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC.
WASHINGTON 6, D. C.

***If You've Got It . . . A Truck Brought It!***

Magnecord
TAPE RECORDERS
the choice of professionals
More Magnecord tape recorders are found as standard equipment in professional broadcast and recording installations than any other — all over the world! Call, write or wire for complete information and specifications on the complete Magnecord professional line. There is no finer, more dependable equipment!

M90-AC Magnecord Tape recorder. Rack, Console — or Portable mounting as shown.
Magnecord, inc.
1101 SOUTH KILBOURN AVENUE, DEPT. BT
CHICAGO 24, ILLINOIS

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405
All Inquiries Confidential

BUSINESS DOWN IN THE MOUTH?
advertise down south

Not since Napoleon has there been a better Louisiana Purchase than Radio KTLD in Tallulah
KTLD
TALLULAH, LA.
Si Willing, Gen. Mgr.
INDIE SALES INC.



## RENICK REPORTS FROM AFRICA

RALPH RENICK, news director of WTVJ (TV) Miami, has returned from a 10-day tour of North Africa and Europe. He visited Lyautey, French Morocco, and later in Paris secured a sound film interview with CBS correspondent Blair Clark on the Moroccan situation and what the French cabinet plans to do to quell the disturbance. Mr. Renick traveled 17,500 miles and shot newsfilm in Morocco, Tangier, Madrid, Barcelona, London, Paris, Naples and Rome.

## KIDS' DENTAL PROGRAM

A DENTAL hygiene program for children, *The 3-G Club,* has been started by WBKB (TV) Chicago. Patterned after the station's award-winning *Tv Dental Clinic,* the program is conducted by Dr. Mort Niemark and features puppets to emphasize good and bad dental habits. Children also are entertained with participation games and educated with talks by guest dentists. Title of the show refers to "good teeth, good health and good habits" and the series is presented with the cooperation of the Chicago Dental Society.

## WTVT (TV) ADVERTISING PAYS OFF

UPLIFT in off-season business at the Old Fort Restaurant in Tampa, Fla., is directly attributed by the establishment to advertising on WTVT (TV) there. Late evening participations on the station's Saturday feature film program, *Two on the Aisle,* have "built a normally slow season into one that compares favorably with peak winter business," according to Mr. and Mrs. Charles Gregory, owners. Mr. Gregory expresses "amazement" at the number of people who don't ask for a menu but just say, "Give us the steak dinner we saw on WTVT."

## NIGHTTIME'S GOOD, TOO

AGENCIES and clients were sent a promotion piece by WKZO Kalamazoo, Mich., stressing that there's little difference in the station's nighttime and daytime audience, based on a March 1955 Pulse survey of the city's area (six counties). The survey shows a 21.9 morning rating compared to a 21.1 nighttime mark. The station says, "We knew we were right—buy WKZO radio at night."

## KXYZ COVERS CEREMONY

GROUND-BREAKING ceremonies for the Monorail Inc. transit system in Houston, Tex., was covered by KXYZ there. Fred Nahas, station executive vice president and commentator on *Tomorrow's History* program, was m.c. of the event and devoted part of his program to an editorial on the system, citing the vision of persons associated with it. KXYZ had its mobile unit on hand for the ground-breaking and the entire proceedings were recorded for later broadcast.

## NBC CHICAGO COVERS CAPTURE

NBC Chicago claims "one of the biggest radio news beats in local history" in its coverage of the police battle with an accused police-slayer. John Chancellor, mobile unit reporter, accompanied officers on a stakeout of the suspect and recorded action with a tape-recorder as they moved in on his hideaway around 9 p.m. and captured him 12 minutes later. First bulletins were relayed to NBC stations WMAQ-WNBQ (TV) within minutes, NBC reports. The tape was used on the *Night Desk* program at 10 p.m. Mr. Chancellor also taped an interview with the gunman at Bridewell Hospital and it was aired on an 11 p.m. news show. NBC photographers and newsreel cameramen were also at the scene. WNBQ claims it obtained the only films of the gunman at the North Avenue Police Station.

### Double Duty

TELEVISION served a dual role in Greenville, S. C., when Texize Chemicals Inc. (household products) held its annual sales meeting in Greenville. Texize unveiled its advertising plans for the next year via WFBC-TV Greenville, with salesmen and public alike getting a preview of the campaign. Henderson Adv. Agency, handling the Texize account, joined in the project. Texize spot announcements were telecast along with a demonstration of the way commercials are produced. Dramatizing the slogan "Texize Is the Maid in the Bottle," B. T. (Bevo) Whitmire, WFBC-TV manager, presented a maid bursting through a paper bottle.

## CBC 20-HOUR TELECAST

A TWENTY-HOUR telecast was conducted last Tuesday by CBLT (TV) Toronto and the Canadian Broadcasting Corp. tv network in connection with the Lake Ontario swimming race at Toronto. The swim across Lake Ontario, from the south shore to the north shore, during the Canadian National Exhibition in Toronto, started at 1 a.m. and ended during the evening of the same day, at the exhibition waterfront. CBLT crews were aboard a Royal Canadian Navy vessel which traveled with the swimmers across the lake. The mobile tv transmitter's signal from the ship was picked up on the CBLT tower in downtown Toronto, following tests which showed this could be done across the lake. A second tv mobile transmitter was located at the finish point to relay the outcome to the CBLT tower.

## WSAI-FM AIRS COUNCIL MEETS

WSAI-FM Cincinnati this year will broadcast the complete proceedings of the Cincinnati City Council direct from the council's chambers. WSAI for the third year will present an edited version of the meetings, *This Week in Council.*

## EXPERTS SUB FOR MURRAY COX

WFAA Dallas, Tex., has scheduled some of Texas' leading agricultural experts to substitute on the *Murray Cox, RFD* program while Mr. Cox is recuperating from an operation. Norvell Slater, WFAA announcer who is taking Mr. Cox' place on another program, interviews each of the experts on the day he is to handle the show.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

## FAST TRAVELER AT KIRO

DON COURTNAY, newsman and chief announcer of KIRO Seattle, has completed a high speed jet flight with a Navy pilot in which he radioed his impressions over the plane's transmitter to a tape recorder set up in a control tower. Shortly before his plane hop, Mr. Courtnay joined the "Over 100 Club" of persons who have traveled on water faster than 100 miles per hour. Mr. Courtnay's boat feat was accomplished in the Slo-Mo-Shun IV hydroplane, piloted by its owner Stanley Sayres. Mr. Courtnay also made a tape recording of that trip and it was aired on the *Sunday Desk* program over Columbia Pacific Radio Network.

## THREE MARKETS IN OKLAHOMA

KTEN (TV) Ada, Okla., has distributed to agencies and advertisers a brochure headed, "Did You Know Oklahoma Is a Three Market Buy?" The station explains that following Oklahoma City and Tulsa, Ada is the third largest market in the state and says that neither Oklahoma City nor Tulsa can provide service into Ada. Maps are included showing how KTEN covers southeastern Oklahoma. Included in the four-page promotion piece are figures on rates, tv homes, cost per tv home and cost-per-thousand tv homes, comparing KTEN to other outlets. The station also emphasizes its local service to viewers.

## HUSBAND, WIFE AND SON

INFORMAL morning program on WLAM Lewiston-Auburn, Me., is *Coffee Time*, a daily 40-minute show featuring husband-and-wife team George and Sonia Forgue Ouellette. A new star also has been added to the program —one-year-old son Danny. *Coffee Time* features social notes, cooking hints, do-it-yourself tips, guest interviews with local club and summer theatre personalities and a daily birth report from two local hospitals.

## MERCHANTS TAKE OVER KDB

TO EMPHASIZE the change in its format to music and news, KDB Santa Barbara, Calif., staged a "For Merchants" day. Thirty-five local merchants each took a half-hour shift on the control board from 7:30 a.m. to 1 a.m. Under the supervision of the staff the retailers spun records, read commercials and handled newscasts. Numerous telephone contests were held and KDB reports the merchants were both surprised and pleased by the flood of phone calls which came in. Although no direct pitch was made to the retailers, the station reports they were so impressed by the vitality of local radio that several increased their KDB schedules and three advertisers new to radio were signed.

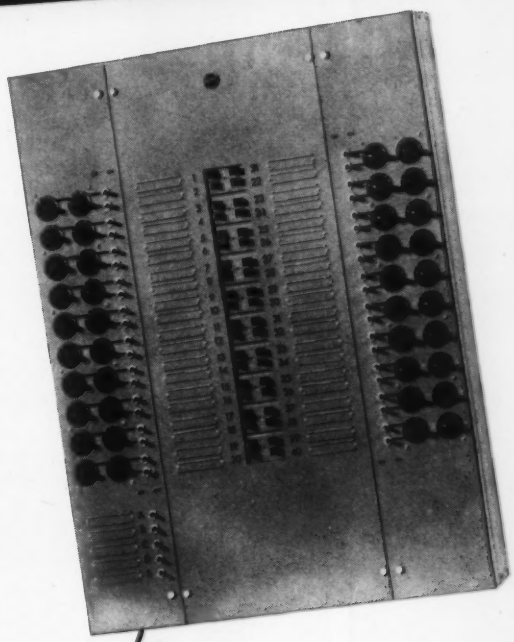
## Prize That Refreshes

A COCA-COLA Bottling Co. secretary won $250 for herself and a free 13-week advertising schedule on WBTV (TV) Charlotte, N. C., for Coca-Cola by guessing closest to the time that the 500,000th tv set would be sold in WBTV's coverage area. Kenneth I. Tredwell Jr., vice president of WBTV licensee Jefferson Standard Broadcasting Co., who is announcing the result today (Monday), said the month-long promotion on behalf of the set-count contest was a "tremendous success" with several thousand entries from agencies and advertisers throughout the U. S.


NOW... save space—save costs

with the rust

TV studio lighting CONTROL PANEL



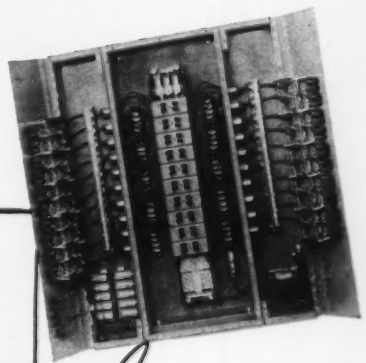
with multiple remote control!

Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes five pre-set combinations of 40 lighting circuits from one or more control points.

Five pre-set control positions each accommodate from 1 to 40 circuits. Five master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small eleven-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.



SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Five pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38¼" high, 28¾" wide, 4¾" deep. Shipping weight: 260 lbs.

PRICE* $1090.00

*F.O.B. Manchester, N. H. complete with one remote control unit.

the rust industrial company, inc.

130 SILVER STREET MANCHESTER, N.H.

## FARMER'S DAUGHTERS AND WIVES

WRCA-AM-TV New York is conducting a contest to find the "favorite farmer's daughter" and "favorite farmer's wife" in the stations' coverage area. Under the direction of the farm and garden editor, Phil Alampi, the contest will be based on looks, personality and background activities.

## 'GARY LESTERS SHOW'

WVNJ Newark, N. J., will air the *Gary Lesters Show*, starting Sept. 19. Music will be the keynote with personalities from the musical world making frequent visits on the show. The program each day will build different features around the musical portion.

## CKLC SPONSORS SWIMMER

CKLC Kingston, Ont., sponsored a 23-mile swim across Lake Ontario Aug. 27 by Jim Edmunds, 51-year-old Kingston Penitentiary physical training instructor. Mr. Edmunds had to be taken out of the cold water within five miles of his goal in Toronto when a squall halted the swim and capsized two press boats following him and another swimmer. Mr. Edmunds had been in the water 17 hours.

## DODY SINCLAIR TO EUROPE

J. S. (DODY) SINCLAIR, public relations director and special assistant to the vice president of WJAR-TV Providence, R. I., has left on a trip to Europe where he will visit Germany, Austria and Yugoslavia. He will visit broadcasting installations in Germany and also will take film footage for use on the station.

## 'CHALLENGE'

KING-TV Seattle, Wash., reports excellent response to two half-hour film programs, "How to Immunize Against Prejudice" and "Rumor," in the *Challenge* series co-produced by Columbia U.'s Center for Mass Communications and the Anti-Defamation League of B'nai B'rith. The films are based on social and human relations themes and currently about 30 stations are using them. The programs present the pros and cons of various issues on films followed by a 15- to 20-minute live local expert panel participation and concluded with a 45-second film summation. During the panel portion of the show, the film's theme is discussed as it applies to the local community. At present there are seven *Challenge* films available to stations from the Columbia center.

## KTAC CONTEST

IN HONOR of its 14th anniversary, KTAC Tacoma, Wash., staged a contest on personality Dick Weeks' *Personal Choice* program asking listeners to write letters on why they listen to the station. The winner was Shirley McGinnis, an Oregon State College student and a Washington forest lookout who wrote she was an "incurable lover of all types of music" and found KTAC kept her entertained during the long hours in the forest.

## RADIO GETS TOGETHER

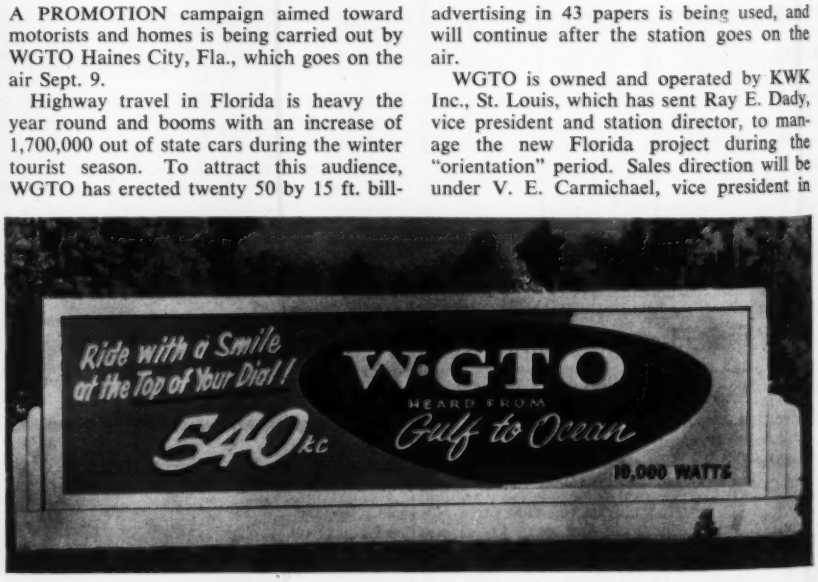
COMBINED back-to-school promotion was staged last fortnight by five Philadelphia radio stations, WFIL, WIP, WPEN, KYW and WCAU in conjunction with the Strawbridge & Clothier department store there. Fifteen personalities with their children appeared at two "Back to School Fashion Previews" shows in the store's auditorium. The children modeled the clothing. Advance publicity was provided by on-the-air announcements on the five stations with each mentioning personalities from the others would appear. The promotion was planned by the advertising and promotion directors of the stations to show the drawing power of local radio as a sales tool for department stores. The directors were Joe Zimmermann, WFIL; Paul Martin, WIP; Sam Elber, WPEN; Bob Fillmore, KYW, and Fred Birnbaum, WCAU.

## Tuning 'Em In While They Ride

A PROMOTION campaign aimed toward motorists and homes is being carried out by WGTO Haines City, Fla., which goes on the air Sept. 9.

Highway travel in Florida is heavy the year round and booms with an increase of 1,700,000 out of state cars during the winter tourist season. To attract this audience, WGTO has erected twenty 50 by 15 ft. billboard signs on important highways over central Florida. The signs urge motorists to "ride with a smile at the top of your dial, WGTO, 540 kc, 10 kw." To alert the home audience in the 26 county area, newspaper advertising in 43 papers is being used, and will continue after the station goes on the air.

WGTO is owned and operated by KWK Inc., St. Louis, which has sent Ray E. Dady, vice president and station director, to manage the new Florida project during the "orientation" period. Sales direction will be under V. E. Carmichael, vice president in charge of sales for KWK; J. E. Henderson, radio sales manager, and William Knight, southern regional sales manager. Henry Quednau Inc., Tampa, is the advertising agency.




DIRECTIONAL
TV-Transmitting
ANTENNA
AMCI Type 1030

CHANNELS 7 through 13



Similar to the Type 1040 Slotted-ring Antenna, but with pattern shaping members connected to alternate active rings, the Type 1030 provides a controlled pattern adjustable to service requirements. Pattern and antenna shown are of WEAT-TV, Channel 12, West Palm Beach, Florida. Easy installation is an important advantage of the type 1030 Antenna. This lightweight, yet sturdy, antenna can be easily and conveniently mounted on supporting mast after mast has been erected.

*Ask for Bulletin B 10-55*

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc.
299 ATLANTIC AVE. BOSTON, MASS.

JOE HEROLD (l), general manager of KBTV (TV) Denver, hands Alfred R. Beckman, ABC-TV director of station relations, the first 10 shares of uranium stock in a promotion campaign to point up two big booms in Colorado—uranium and "KBTV's fall program schedule." Mr. Herold is handing out 25,000 shares of Liberty Oil & Uranium Co. stock to leading timebuyers, station representatives and others.

## WTWO (TV) ANNIVERSARY

VIEWER CONTEST is being featured in the celebration of WTWO (TV) Bangor, Me., of its first anniversary Sept. 18 through Oct. 1. The ch. 2 station is giving away 222 prizes for the best entries stating "My favorite WTWO program is ..... because . . ." Contest blanks are contained in the station's monthly tabloid newssheet, obtainable from local merchants. There is also a prize for the merchant from whose store the blank was picked up, a $2,222 advertising campaign on the outlet. WTWO is also celebrating the start of its primary affiliation with CBS-TV.

## CKOC HOSTS 1,000

CKOC Hamilton, Ont., Sept. 6 chartered a passenger steamer, S.S. Lady Hamilton, to take advertising executives, sponsors and the trade press across Lake Ontario to follow the progress of the swimming race from Niagara-on-the-Lake to the Canadian National Exhibition waterfront at Toronto, a distance of 30 miles. About 1,000 guests of CKOC saw the across-the-lake swim from the boat.

## WSOC COVERS GOLF TOURNEY

WSOC-AM-FM Charlotte, N. C., provided complete coverage of the 55th Women's Amateur Championship Golf Tournament, U. S. Golf Assn. event played this year at the Myers Park Country Club in that city. The stations aired exclusive coverage for the Piedmont Carolinas area, making 33 live broadcasts direct from the scene, they report.

## SHAKESPEARE IN CANADA

EXTRACTS from film versions of Shakespearean plays will be aired in half-hour programs on the Trans-Canada radio network for four weeks starting Sept. 10. The series will have portions of music and dialogue from Sir Laurence Olivier's production of "Henry V" and "Hamlet," MGM's "Julius Caesar" and the Italian-Anglo production of "Romeo and Juliet." Frank Herbert, CBC commentator, will do the narration.

# FOR THE RECORD

# FCC ANNOUNCEMENTS

## New Tv Stations . . .

### APPLICATIONS

**Hot Springs, Ark.—Video Independent Theatres Inc.,** vhf ch. 9 (186-192 mc); ERP .061 kw visual, .030 kw aural; ant. height above average terrain 662.1 ft., above ground 110 ft. Estimated construction cost $37,822, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Hot Springs. Geographic coordinates 34° 30′ 20″ N. Lat., 93° 04′ 24″ W. Long. Transmitter ACL Prod., ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Applicant owns 12½% of **KWTV (TV) Oklahoma City, Okla.,** has filed for new vhfs in Clovis, N. M., and Santa Fe, N. M. **C. B. Akers,** principal in Video Independent Theatres, is asst-sec., dir., general manager and approx. 2% owner of **KVOO-TV Tulsa, Okla.,** and is 5.267% owner **KGLC Miami, Okla.** Filed Sept. 6.

**Clovis, N. M.—Video Independent Theatres Inc.,** vhf ch. 12 (204-210 mc); ERP .185 kw visual, .0925 kw aural; ant. height above average terrain 184.5 ft., above ground 160 ft. Estimated construction cost $38,822, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Clovis. Geographic coordinates 34° 24′ 38″ N. Lat., 103° 12′ 13″ W. Long. Trans. ACL Products, ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting Engineer Guy C. Hutcheson, Arlington, Tex. See Hot Springs, above. Filed Sept. 1.

**Santa Fe, N. M.—Video Independent Theatres Inc.,** vhf ch. 2 (54-60 mc); ERP .178 kw visual, .089 kw aural; ant. height above average terrain 208 ft., above ground 370 ft. Estimated construction cost $40,322, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Santa Fe. Geographic coordinates 35° 41′ 13″ N. Lat., 105° 58′ 08″ W. Long. Trans. ACL Products, ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. See Hot Springs, above. Filed Sept. 6.

**Minot, N. D.—Meyer Bcstg. Co.,** vhf ch. 10 (192-198 mc); ERP 29.5 kw visual, 14.75 kw aural; ant. height above average terrain 84.5 ft., above ground 130 ft. Estimated construction cost $122,000, first year operating cost $65,000, revenue $60,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location Minot. Trans. location near Minot. Geographic coordinates 48° 14′ 50″ N. Lat., 101° 20′ 16″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer Page, Creutz, Garrison & Waldschmidt, Washington, D. C. Applicant is licensee of **KFYR-AM-TV Bismarck.** Filed Sept. 7.

**Youngstown, Ohio—Community Telecasting Co.,** uhf ch. 73 (824-830 mc); ERP 17.9 kw visual, 10.72 kw aural; ant. height above average terrain 316.9 ft., above ground 335 ft. Estimated construction cost $72,500, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 150, Farrell, Pa. Studio location Youngstown. Trans. location Poland Rd., near Youngstown. Geographic coordinates 41° 02′ 57″ N. Lat., 80° 36′ 58″ W. Long. Trans. Continental, ant. Gabriel. Legal counsel Carl L. Shipley, Washington, D. C. Consulting engineer applicant. Principals are: **Sanford A. Schafitz** (50%), sole owner **WFAR Farrell, Pa.,** and applicant for new am in Lorain, Ohio, and **Guy W. Gully** (50%), director, First Natl. Bank of Greenville, Pa., and partner. The S. J. Gully Bank, Farrell. Filed Sept. 1.

### APPLICATION AMENDED

**Orlando, Fla.**—Amends application seeking new tv to specify ant. height above average terrain of 225.13 ft. and make minor equipment changes. Filed Sept. 1.

## Existing Tv Stations . . .

### ACTIONS BY FCC

**WBCK-TV Battle Creek, Mich.**—Deleted (ch. 58) by letter of Sept. 2 at request of attorney. Announced Sept. 7.

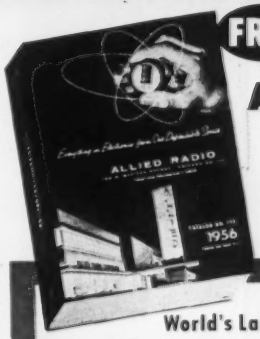
**WTVM (TV) Muskegon, Mich.**—Deleted (ch. 35) by letter of Sept. 2 at request of attorney. Announced Sept. 7.

### PETITION

**WOBS-TV Jacksonville, Fla.**—Files supplement to petition seeking partial de-intermixture. Wishes further amending of sec. 3.606 so as to allocate ch. 8 to city of Brunswick, Ga. Previous petition filed July 29. Announced Sept. 2.

### APPLICATIONS

**WMFD-TV Wilmington, Del.**—Seeks mod. of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# Station Authorizations, Applications

## (As Compiled by B • T)

### September 1 through September 7

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.**

**FCC Commercial Station Authorizations**

**As of July 31, 1955 ***

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 2,724 | 525 | 140 |
| Cps on air | 24 | 13 | †321 |
| Cps not on air | 125 | 17 | 123 |
| Total on air | 2,748 | 538 | 461 |
| Total authorized | 2,873 | 555 | 584 |
| Applications in hearing | 149 | 3 | 162 |
| New station requests | 201 | 4 | 17 |
| New station bids in hearing | 91 | 0 | 109 |
| Facilities change requests | 134 | 5 | 33 |
| Total applications pending | 703 | 101 | 235 |
| Licenses dcleted in July | 0 | 3 | 0 |
| Cps deleted in July | 1 | 0 | 1 |

*** Does not include noncommercial educational fm and tv stations.**

**† Authorized to operate commercially, but station may not yet be on air.**

**Am and Fm Summary Through Sept. 7**

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,755 | 2,738 | 153 | 217 | 94 |
| Fm | 538 | 526 | 33 | 8 | 0 |

**Tv Summary Through Sept. 7**

**Television Station Grants and Applications Since April 14, 1952**

***Grants Since July 11, 1952:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 291 | 312 | 603[1] |
| Noncom. Educational | 17 | 18 | 35[2] |

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on air | 322 | 103 | 425 |
| Noncom. Educ. on air | 11 | 3 | 14 |

***Applications Filed Since April 14, 1952:***

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 949 | 337 | 750 | 535 | 1,286[3] |
| Noncom. Educ. | 60 | | 32 | 28 | 60[4] |
| Total | 1,009 | 337 | 782 | 563 | 1,346[5] |

[1] 154 Cps (30 vhf, 124 uhf) have been dcleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 35 already granted.
[5] Includes 645 already granted.

cp to change ERP to 27.2 kw visual, 16.3 kw aural and change type ant. Filed Sept. 7.

**WRGB (TV) Schenectady, N. Y.**—Seeks mod. of license to change main studio location to 1400 Balltown Rd., Niskayuna, N. Y., and request waiver sec. 3.613 of FCC rules. Filed Sept. 7.

**WAKR-TV Akron, Ohio**—Seeks mod. of cp to change ERP to 213 kw visual, 107 kw aural. Ant. height above average terrain 370 ft. Filed Sept. 7.

**KTEN (TV) Ada, Okla.**—Seeks mod. of cp to change studio location to State Hwy. 99, 8.5 miles north of Ada, Okla., same as trans. location and request waiver of sec. 3.613 of FCC rules. Filed Sept. 7.

## New Am Stations . . .

### ACTION BY FCC

**Douglas, Ariz.—Cochise Bcstg. Co.** application for cp to operate on 1390 kc, 1 kw D, 500 w N unl. dismissed at request of applicant. Dismissed Sept. 6.

### APPLICATIONS

**Trumann, Ark.—Earl W. Daly,** 1580 kc, 250 w D. Post office address 1547 Maplewood, Memphis 8, Tenn. Estimated construction cost $11,015, first year operating cost $24,000, revenue $36,000. Mr. Daly is former owner **WTRB Ripley, Tenn.** Filed Sept. 6.

**Beverly Hills, Calif.—A. A. Crawford,** 1190 kc, 1 kw D. Post office address 456 N. Rodeo Dr., Beverly Hills. Estimated construction cost $11,500, first year operating cost $30,000, revenue $40,000. Mr. Crawford owns **KCBH (FM) Beverly Hills, Calif.** Filed Sept. 6.

**Gresham, Ore.—Gresham Bcstg. Co.,** 1230 kc, 250 w unl. Post office address P. O. Box 191, Gresham, Ore. Estimated construction cost $16,025, first year operating cost $48,000, revenue $55,000. Principals are: **Thomas B. Purcell** (45%), 100% owner weeklies in Gresham and Sandy, Ore.; **Herbert H. Hughes** (20%), physician and president Gresham State Bank; **Sylvester B. Hall** (20%), farmer, and **Guy E. Mathews** (15%), realtor. Filed Sept. 1.

**Orem, Utah—Willis Franklin Johnson d/b as Valley Bcstg. Co.,** 1050 kc, 250 w D. Post office address 710 North 380 West, Provo, Utah. Estimated construction cost $13,610, first year operating cost $31,500, revenue $36,000. Mr. Johnson is school teacher with interest in **KNAK Salt Lake City, Utah.** If present application is granted KNAK interest will be sold, Mr. Johnson notified FCC. Filed Sept. 7.

**Warrenton, Va.—Old Dominion Bcstg. Co.,** 1420 kc, 5 kw D. Post office address Mr. & Mrs. Oliver M. Presbrey, Warrenton. Estimated construction cost $33,100, first year operating cost $38,500, revenue $48,500. Principals are: Martha **Rountree Presbrey** (50%), 100% owner Rountree-Presbrey (radio-tv) Prod. and 50% of Flag magazine, and **Oliver M. Presbrey** (50%), pres.-treas. Rountree-Presbrey Prod. and 50% owner *Flag*. Filed Sept. 1.

### APPLICATIONS RESUBMITTED

**Toccoa, Ga.—Stephens County Bcstg. Co.** resubmits application for cp to operate on 1590 kc, 1 kw D. Resubmitted Sept. 7.

**Eminence, Ky.—J. W. Dunavent** resubmits application for cp for new am to operate on 1600 kc, 500 w D. Resubmitted Sept. 1.

**Henderson, Tex.—Wes Dean & Co.** resubmits application for cp to operate on 1470 kc, 500 w D. Filed Sept. 6.

### APPLICATION AMENDED

**Merced, Calif.—Joseph E. Gamble** amends application for cp to operate on 1580 kc, 500 w D to specify changed trans. location. Amended Sept. 6.

## Existing Am Stations . . .

### APPLICATIONS

**WSWN Belle Glade, Fla.**—Seeks cp to make change in ant. (increase height). Filed Sept. 6.

**WMRY New Orleans, La.**—Seeks cp to increase power from 500 w to 1 kw and change trans. location. Filed Sept. 6.

**WKAR East Lansing, Mich.**—Seeks cp to increase power from 5 kw to 10 kw. Filed Sept. 6.

**WGRD Grand Rapids, Mich.**—Seeks mod. of license to change hours from D to specified hours to increase early morning broadcasting time. Filed Sept. 6.

**WNBZ Saranac Lake, N. Y.**—Seeks cp to change from 1450 kc to 1240 kc. Filed Sept. 6.

**WGY Schenectady, N. Y.**—Seeks mod. of license to change studio location from 1 River Rd., Schenectady, to 1400 Balltown Rd., Nishkayuna, N. Y. Filed Sept. 1.

**WCOG Greensboro, N. C.**—Seeks cp to increase D power from 1 kw to 5 kw and make DA system changes. Filed Sept. 6.

**WSYD Mt. Airy, N. C.**—Resubmits application seeking mod. of cp for change in hours of operation from D to unl. using 1 kw N and 5 kw D and install DA-N. Resubmitted Sept. 1.

**KREL Baytown, Tex.**—Seeks cp to make change in DA pattern. Filed Sept. 1.

**WSYB Rutland, Vt.**—Seeks cp to increase D power from 1 kw to 5 kw. Filed Sept. 6.

### APPLICATION AMENDED

**KWJJ Portland, Ore.**—Amends application for cp to make changes in DA-N pattern to specify changes in DA-N system. Amended Sept. 6.

## New Fm Stations . . .

### APPLICATION

**Dover, Del.—Delaware State Capital Bcstg. Corp.,** 94.7 mc, 8.55 kw unl. Post office address **WDOV Danny Road, Dover, Del.** Estimated construction cost $5,750, first year operating cost $8,000, revenue $8,000. Applicant is licensee of **WDOV Dover, Del.** Filed Sept. 1.

### APPLICATION

**WGFM (FM) Schenectady, N. Y.**—Seeks mod. of license to change studio site from 1 River Rd., Schenectady, to 1400 Balltown Rd., Niskayuna, N. Y. Filed Sept. 7.

## Ownership Changes . . .

### ACTIONS BY FCC

**KLOK San Jose, Calif.**—Granted assignment of license to E. L. Barker. Mr. Barker controls 40% as general partner, 20% as limited partner and has been willed remaining 40% by Mrs. Barker, deceased. No consideration involved. Granted Aug. 31; announced Sept. 7.

**WBYS-AM-FM Canton, Ill.**—Granted involuntary transfer of control of 50.5% interest of Harold R. Winsor, deceased, to executrix, Mrs. Winsor. Granted Aug. 31; announced Sept. 7.

**KROS Clinton, Iowa**—Granted involuntary transfer of control to Helen S. Jacobsen, Maenard W. and Bernard M. Jacobsen as executors of estate of late William S. Jacobsen, 67.1% owner of station. Granted Aug. 29; announced Sept. 7.

**KTOK Oklahoma City, Okla.**—Granted sale of 33.3% interest of Gene L. Cagle to corporation for $37,500, leaving Wendell Mayes and C. C. Woodson as equal partners in station. Mr. Cagle will devote his time to duties of Texas State Network. Granted Aug. 31; announced Sept. 7.

**WIRJ Humboldt, Tenn.**—Granted transfer of

*(Continued on page 124)*

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## RADIO

### Help Wanted

*Managerial*

**General manager** for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 609C, B•T.

**General manager** for negro programmed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 610C, B•T.

**Excellent opportunity** for an experienced radio station manager, 1000 watt station in upper-midwest. Must be strong on sales and smooth organization. Good national contacts desirable. Box 754C, B•T.

**Assistant sales** manager: Must have successful background in competitive market. Some announcing. Salary and commission. California. Send photo and resume. Box 771C, B•T.

**Experienced commercial** manager, good salary and working conditions. Personal interview necessary. Contact Hal Vester, WFTC, Kinston, North Carolina.

*Salesman*

**Local account** salesman with announcing experience. Salary plus commission. Good market. ABC station. Box 691C, B•T.

**Salesman-program** director for 1 kw daytime station in Tennessee. Good salary and commission for qualified man. Box 736C, B•T.

**WEAW-AM-FM,** Chicago suburb station needs aggressive young salesman with some successful experience in smaller market. All details, including earnings, first letter. WEAW, Evanston, Illinois.

**Salesman:** Good draw guaranteed initially. Straight commission earning after three months. Protected account list. Kilowatt independent in single station city of 25,000 with top farm market. Apply to Dave Taylor, WFRL, Freeport, Illinois for personal interview.

**Experienced** radio time salesman, willing to work hard. Good market, $35,000,000 retail sales in immediate area. $200,000,000 in station coverage . . . a real opportunity to advance to sales manager in a three station network. Call or write Manager, Radio Station WJMS, Ironwood, Michigan.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**North Georgia** daytime indie has better than average offer for mature staff man who can "air-sell" and do creditable newscasts. Permanent. Ideal family town. Send full details, tape and picture. Box 643C, B•T.

**Wanted:** Good announcer, strong on commercials and news by good 1kw South Carolina station. Permanent job. Salary $75 weekly to start for 45 hours. Send photo, references, resume and tape which will be returned. Box 644C, B•T.

**Wanted: Fresh,** friendly, female voice for metropolitan station. Must be versatile, experienced, good looking. Unparalleled opportunity for girl who can qualify. State qualifications, experience. Send tape and photo. Box 709C, B•T.

**Wanted: Announcer** for small market network station. Pay above average for above average announcer. Want man who can do morning show with cheerful, breezy style. No hillbilly. Send tape and letter telling entire background. References will be checked. Box 748C, B•T.

**Sportscaster**—newsman. Successful 1000 watt station strong on news and sports, desires a good play-by-play sportscaster. News background desirable. Box 755C, B•T.

**Actor—stage,** tv, or network radio acting (soap, drama) wanted for personality DJ—news. Ohio, single. Box 765C, B•T.

**Announcer-operator** — Immediate opening, announcer-control board operator, evening shift. Good opportunity for young man with training. Contact Radio Station KCOW, Alliance, Nebraska.

**Immediate opening** for experienced staff announcer. Contact Clint Formby, KPAN, Hereford, Texas.

**Accepting applications** for staff announcer. Now open. Want versatile announcer. Send picture and tape. KSWO-TV, Channel 7, Lawton, Oklahoma.

**Have opening** for experienced staff announcer. Good salary, top benefits. Prefer man from Kansas or adjacent states. Send audition and full details with picture to Jerry Fahrebruch, Chief Announcer, Radio Station KVGB, Great Bend, Kansas.

**Early morning man** wanted by network station in heart of hunting and fishing land. $60 weekly for 40 hours; time and a half for over-time. Commission and car allowance if can sell personality show. Prefer young man with minimum of dependents. Send references in first letter. Chance for advancement to program director or sales manager. Do not send disc or other returnable material. Write or call William T. Kemp, KVWO, Box 926, Phone 2-6433, Cheyenne, Wonderful Wyoming.


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**WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER & STAFF POSITIONS WITH TV AND RADIO STATIONS.**

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.**

**708 Bond Bldg.** **Washington 5, D. C.**


## RADIO

### Help Wanted—(Cont'd)

**Deejay.** Personality with ability to attract audience, in large market, by skillful selection of pop music. Give complete background, salary expected, when available, and enclose snapshot. Confidential. WAKR, 853 Copley Road, Akron, Ohio.

**Need two top** announcers. One must be able to sell and service some local accounts. Pay commensurate with your ability, desire network quality. If you are not good, don't apply. Contact Paul E. Reid, WBHB, Fitzgerald, Georgia.

**Immediate opening** experienced announcer, dj to whole audience in competitive market, salary opening. Send salary requirements, tape and resume this week. John Garison, WFUN, Huntsville, Ala.

**Combo announcer-**enginer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkum, WGBR, Goldsboro, N. C.

**Wanted** . . . announcer-engineer . . . evening schedule . . . good hours, excellent pay, no floaters or prima donnas, please . . . Jake Higgins, Manager, WITY, Danville, Ill.

**Small town** with good pay and good working conditions needs good announcers. Do not apply unless you have experience, and like small town life. Send tape, full details in letter. Immediate opening. Address reply to Manager, WJNC, Jacksonville, North Carolina.

**DJ personality.** Must be experienced, know pop music—adlib—sell commercials. Top salary for top man. Rush tape, resume and expected salary immediately. Bill Montgomery — WMAK Nashville, Tennessee.

**Immediate opening,** first phone combo-emphasis on announcing. Write, wire or phone Al Scott, WNDB, Daytona Beach, Florida.

**New station:** Applications being accepted for announcing positions in small station in Montana. Announcing, copywriting experience preferred. Write Box 31, Sidney, Montana.

*Technical*

**Need good** combination engineer-announcer. Must have first class ticket and do a fairly good job of announcing. Maintenance required. Send tape, photo and resume which will be returned. S. C. daytimer. Box 645C, B•T.

**Wanted: Young** EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving office, lab and field work. Good opportunity for professional advancement. Send resume. Box 711C, B•T.

**Chief engineer,** double as announcer. Can buy share. California independent. Send photo and complete resume. Box 731C, B•T.

**Engineer-announcer.** 1st phone — good voice. Kilowatt daytimer—mid-south. All new equipment—excellent working conditions. Immediate. Write-wire. Box 733C, B•T.

**Chief engineer** for remote control station. Some announcing ability preferred but engineering is prime need. Reply Box 763C, B•T.

**Wanted:** Combo man, 1st phone, early morning DJ show. Midwest. Send tape. Details. Box 764C, B•T.

**Chief engineer.** Do some combo work. Modern 250 network affiliate. Immediate opening. Fine future for right man. State qualifications and experience. Contact W. E. Whitmore, Jr., KGFL, Roswell, New Mexico.

**Experienced first** phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering ability primary requisite. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

**Wanted for growing** 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

**First class engineer.** $55, 40 hours. WGTC, Greenville, N. C.

**Engineer qualified** to operate 50kw Dougherty with 6 tower directional. Contact Stan Brown, Chief Engineer, WINZ, Miami, Fla. MUrray 1-4181.

**Wanted:** Announcer with first class license. Send tape. WSHE, Sheboygan, Wisconsin.

# RADIO

## Help Wanted—(Cont'd)

*Programming-Production, Others*

**Copy and layout.** Promotion department for combined radio-tv station (located southwest) has opening for copywriter with rough layout experience. Prefer some college with at least one year's solid experience. Box 753C, B•T.

**News and** play by play sports man excellent opening top thousand watter. Send tape, photo, resume, salary expected. Permanent job—no floaters. KCIM, Carroll, Iowa.

**News editor** wanted by 50,000 watt CBS radio station. Must be experienced reporter, writer and broadcaster, prefer newspaper background. Send photo, audition, tape and full details of background in first letter to KWKH, Shreveport, Louisiana.

**Newsman.** Experienced in all phases, including local reporting; authoritative air presentation on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. WAKR, 853 Copley Road, Akron, Ohio.

## Situations Wanted

*Managerial*

**Television or radio**—aggressive young account executive, qualified for general, assistant or sales manager. Good sales record with present affiliation. Thoroughly experienced in all phases of radio and tv, ready to step into management. Nine years experience. Top references. Interested only in solid progressive organization that can offer real future. Box 730C, B•T.

**I can make** your small market station pay off. Honest, promotion minded, family man. Experience all phases radio. Box 743C, B•T.

**Managerial position** desired with small fulltime station in small-medium market by experienced southern broadcaster. Consider making modest investment. Box 747C, B•T.

**Well known** broadcaster wishes to relocate with progressive operation. Top sales, low operating costs, thorough knowledge of industry—agency—buying—construction (radio-television), etc. Record speaks for itself. Confidential. Box 777C, B•T.

**General manager** with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 778C, B•T.

*Salesmen*

**Salesman-announcer.** Nine years radio. Southwest only. $85 weekly. Box 738C, B•T.

**Salesman-Announcer,** five years experience. Account executive, commercial manager. Also experience engineering, other phases. Desire Florida, California or southwest. Family. Box 744C, B•T.

*Announcers*

**Announcer** with extensive metropolitan experience wishes to relocate. Heavy on DJ, commercials, staff, news. Married, stable, college. Looking for future. Box 619C, B•T.

**Announcer:** Veteran, married, third ticket, college graduate. Highest radio award. Trained all phases radio and television. Consider any location. Box 661C, B•T.

**Young, married,** college grad seeks announcing job. 3 years experience, all phases radio and tv. Presently with 5 kw, vhf. Box 673C, B•T.

**Announcer—strong** news—good DJ—sincere, friendly commercials—tape, resume, Box 699C, B•T.

**Professionally trained** announcer, 15 months experience, desires position in New York State or New England. Box 705C, B•T.

**Announcer six years** experience now looking for larger market in north. Disc jockey, play-by-play sports, special events and staff. Can furnish references, tape and details on request. Box 726C, B•T.

**Sports announcer** within radius 150 miles of Minneapolis. Good play-by-play of sports. Also like DJ work. Contact Box 728C, B•T.

**Classical DJ;** Professional and academic experience, music. Experience all phases tv, radio; strong news, commercials. Single, vet., college degrees. Box 732C, B•T.

**Air Force officer,** available October 28th, married, 24, degree, experienced sportscaster looking for good radio or tv start with sportsminded station. Basketball, baseball, football play-by-play. Sales-sports arrangement welcomed. Box 734C, B•T.

# RADIO

## Situations Wanted—(Cont'd)

**Out of hospital.** Experienced announcer needs job. Any kind. Hungry. Box 742C, B•T.

**Twenty-nine** year old family man with five years experience all phases radio desires tv connection. Ad lib a specialty. Box 745C, B•T.

**Staff announcer.** Friendly voice, news, DJ specialty. Strong commercials. Can handle control board. Willing to travel. Single, draft exempt. Tape, resume upon request. Box 751C, B•T.

**Country DJ-musician.** Well experienced. Employed staff. Third. Tv. Want change. Box 752C, B•T.

**Announcer,** program director, newscaster. 12 years radio. Restricted ticket. Family man; high caliber, conscientious worker. Box 757C, B•T.

**12 years** experience—all phases announcing. Presently employed, desire change. Outline position, hours, salary in first letter. Box 759C, B•T.

**Versatile announcer—**17 months experience. Presently program director—continuity writer. Draft exempt. Want east coast. Box 761C, B•T.

**Tyro wants** job in west. Box 766C, B•T.

**Announcer:** Good news, commercials, DJ, light experience, vet, tape, will tell. Box 767C, B•T.

**Staff man**—experienced, steady. Commericals that "sell." Unique DJ, single. Box 768C, B•T.

**6 years experience** news and sports. Solid background includes some newspaper work. Presently employed, same station all six years. Seeking opportunity large eastern market. Box 769C, B•T.

**Staff—strong** interest in sports. Willing to sell, will travel anywhere in country except south. Money not important. A good station is. Tape, resume. Box 772C, B•T.

**Platter spinner;** sportscaster; newsman; veteran; single; tape on request. Box 773C, B•T.

**Experienced** staff announcer—all phases DJ-news. Single, vet, relocate. Tape and resume. Box 774C, B•T.

**Experienced announcer,** strong on sports and news, seeks permanent position with stable organization. Good references. Married. $100. Box 780C, B•T.

**Announcer,** four years commercial radio. One year PD Navy station. News, Special Events, DJ. Audio technician. Electronics instructor in Navy. References, tape. Want permanent position. Available Oct. 15. Fred Chapman, P. O. Box 85, East Greenwich, Rhode Island.

**Experienced DJ,** newscaster, family man, will travel, willing to learn, will try selling. Prefer N.E. Tape, resume upon request. Peter Donnelly, 1208 First Ave., N.Y.C.

**Announcer desires** to return to field. Six years in Cleveland including WGAR, WTAM and WNBK (TV). Excellent references. Contact Guy Ewing, 12951 Lake Avenue, Lakewood, Ohio. Telephone Academy 1-3635.

**Announcer with** little training desires work with small station anywhere. Willing to accept any reasonable offer. H. S. Goldberg, 2190 Victory Parkway, Cincinnati 6, Ohio.

# RADIO

## Situations Wanted—(Cont'd)

**Northeast area**—announcer available. Good at news and commercials, can also handle DJ shows. William Karabin, 6100 Buchanam Place, West New York, N. J.

**Due to reduction** in staff, one of the stop c/w DJ's available immediately. Experience in DJ shows, western works, boardwork, copywriting, news; have ticket, musical talent and ability. Staff announcer, family man, steady, reliable, best of references including present employer. Bob Strack, Red River Roundup, KWKH, Shreveport, La.

**Attention small** stations. Staff announcer—light experience, versatile, friendly, reliable, anxious to earn wings. Veteran, married, will relocate. Paul Phillips, 132-18 87th Street, Ozone Park, N. Y.

**Top morning man**—deep voice—hillbilly, pop, gospel—travel anywhere. Telephone 705W, Morganton, N. C.

*Technical*

**Graduate engineer-announcer, plenty of experience.** Box 375C, B•T.

**Technician;** 32, married. Currently staff 50 kw. Former chief 250. Active 'ham.' Desire opportunity am-tv operation. Dependable. Box 725C, B•T.

**Engineer,** first phone. Experienced am, fm. Desires permanent position in New England, N. Y., Pa. area. Box 762C, B•T.

**1st phone,** no experience, graduate radio-tv school, vet, 32, relocate, married. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

**Engineer,** 1st class, experience. Chief 250 watts, available Oct. 20th, anywhere! Board work optional. Everyone will receive a reply 2 weeks or sooner. Walter Hoffman, Box 11, Hollywood 28, Calif.

*Programming-Production, Others*

**Program** director. Outstanding radio man with solid background. Exceptional experience. Leading writer, producer, announcer. Top salesman. Box 689C, B•T.

**Seven years** radio-tv production, programming, promotion, B.B.A., 36, $75. Box 735C, B•T.

# TELEVISION

## Help Wanted

*Technical*

**Chief engineer**—for southwestern vhf maximum power station. Write in full to Box 727C, B•T.

**Established Texas** vhf wants engineer with first class ticket. Consider radio engineer seeking tv opportunity. Send resume, late photo. Indicate starting salary. Box 749C, B•T.

**Tv engineers:** Assistant chief engineer, experienced vidicon, ionoscope Eastman projectors . . . room for lots advancement. KVOS-TV, Bellingham, Washington.


# NEW ORLEANS and MONEY TOO!

## *IMMEDIATE OPENING*

Seldom such an opportunity for a disc jockey interested in this unusual city. We need a top man, who has a good personality, and is also a top straight announcer. Our man is no screwball and realizes "off beat" music attracts only a minority audience. He will follow our music policy because he *likes* it. Salary open, but will be good, although not in the really "big money." We'll be honest. WTIX is top-rated New Orleans station, programming music and news 24 hours daily, 7 days a week.

**AIR MAIL TAPE AND INFO TO:**
**TODD STORZ, PRESIDENT**
**Mid-Continent Broadcasting Co.**
**Omaha, Nebraska**

| WTIX | WHB | KOWH |
|---|---|---|
| New Orleans | Kansas City | Omaha |

## TELEVISION

### Situations Wanted

*Managerial*

**General manager** with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 778C, B•T.

*Announcer*

**Comic MC,** personality wants station with heavy local programming. Young, married, college grad. Much theatre and radio-tv experience. Box 674C, B•T.

*Technical*

**Tv engineer** desires supervisory position with new vhf. Five years experience all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 633C, B•T.

*Programming-Production, Others*

**Director, announcer.** Experience all tv, radio formats; experience, theatre, music, art, foreign; NBC training; single; vet; college degrees. Seeks interesting opening. Box 729C, B•T.

**Real smart gal**—Presently working on and off camera — production, format, contacts, for St. Louis vhf tv, looking for outlet for ideas, energy. Box 737C, B•T.

**Young man** with background in independent production, cutting, editing, etc., also announcing ability, desires work on tv. Box 746C, B•T.

**Outstanding director,** producer, announcer. NBC-TV experienced. College major radio, tv. 7 years experience. Single, veteran. Available September 15. Contact immediately. Box 758C, B•T.

## FOR SALE

*Stations*

**Mountain resort** property. City more than 25,000 population. Exceptional terms to qualified broadcaster. Principals only. Complete consultation facilities available in both Oklahoma and Texas. Ralph Erwin. Broker. Box 811. Tulsa.

**Medium city.** Nationally famous southwest tourist mecca. Delightful climate. Market over 200,000 per owner. $15,000 cash will handle. Ralph Erwin, Broker, Box 811, Tulsa.

**Free list** of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

**Have many** profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

**Southern metropolitan** market independent, priced near gross and below past 5 years earnings, at $100,000. Paul H. Chapman, 84 Peachtree, Atlanta.

*Equipment, Etc.*

**AMPEX 350 console,** 350 two case portable, 600 and 620 portables. Also 450 playback. All like new—reasonable. Box 611C, B•T.

**1-Truscon** self-supporting triangular tower 229 feet above insulators including insulators and A-3 lighting. Box 739C, B•T.

**1-335 B.** Hewlett-Packard fm frequency and modulation monitor. Box 740C, B•T.

**For Sale:** 10 function Rust remote control equipment, in first class condition. Available immediately. Write Station KVOX, Moorhead, Minnesota.

**RCA 69-C** distortion and noise meter; 4 Gates SA-134 amplifiers with or without microphones. Contact Elwood Brown, WPON, Pontiac, Mich. Telephone Federal 8-0444 or Federal 8-0845.

**General Radio** 916-A bridge. Excellent condition. $395 F.O.B. J. G. Rountree, Consulting Engineer, 5622 Dyer, Dallas 6, Texas.

**Magnasync** 16mm magnetic recorder SW-603-RE like new. International Marketeers, 2432 Iowa, Cincinnati, Ohio.

## FOR SALE—(Cont'd)

*Equipment*

**Commercial crystals** and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Eidson Electronic Company, Temple, Texas.

**WE 23-C** studio console. Performance exceeds manufacturers specifications $300. A. Marko, 42 East 70th Street, N. Y. C. 21.

## WANTED TO BUY

*Stations*

**Wanted to buy** radio station in California. Veteran eastern broadcaster now disposing of interests on east coast plans trip to California latter part of October to look at properties. Will be glad to sit down with you and discuss your station confidentially. Send all replies to Box 741C, B•T.

**We are principals** and want to deal with principals only for a radio station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

**Top industry** executive wants to lease radio station in small or medum market. Can insure income for owner. Fine record with large national organization. Best industry and personal references. All replies confidential. Box 779C, B•T.

**Stations wanted.** Radio and tv. Growing list of clients waiting. All market sizes. Arkansas, Missouri, Texas, Oklahoma, Kansas. Ralph Erwin, Broker, Box 811, Tulsa, Oklahoma.

**Attention station** owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin. Licensed broker. Box 811, Tulsa, Oklahoma.

*Equipment*

**Urgently need** one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

**Wanted:** 5kw air-cooled am transmitter. Box 750C, B•T.


# HERE'S 3 OUTSTANDING WOMEN

## STUDIO TRAINED – FOR YOUR TELEVISION STAFF

**PAT McCAUSLAND**

**Artist and traffic.** Pat has had three years of Commercial Art training in addition to her training in Television Production with us. Her instructor felt she displayed a good imagination and was well qualified to do an excellent job as an artist, especially in a smaller station because of her versatility. She can type, can serve in the added capacity of traffic.

**RHODA MAC DOUGALL**

**Continuity writing and art.** Rhoda combines both college and art training with her knowledge of Television. Her professional instructor found her an excellent student, one of the best in her Hollywood class. He recommended her highly for continuity writing. He also felt she did an outstanding job with both Television Art and traffic work. Excellent personality.

**THELMA OSBORNE**

**Program personality and receptionist.** Thelma has both a background of show business and extensive experience at meeting the public in a responsible position. Her instructors found her to be a good worker and ambitious, with the ability to get along well with others. Recommended for receptionist, assistant to the program director, or as an on-the-air personality. Calm, mature, good voice.

Each of these women has been thoroughly trained in all phases of TV production in one of our completely equipped studios under the instruction of a professional TV director. For IMMEDIATE resume and complete details, write, wire or call *collect*, JOHN BIRREL—CA 3-7246.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st AVENUE • PORTLAND, OREGON

WITH SCHOOLS IN

HOLLYWOOD • CHICAGO • WASHINGTON, D.C. • PORTLAND

## WANTED TO BUY—(Cont'd)

### Equipment

One or two late model magnecorder tape machine with amplifier. Box 775C, B•T.

REL 670L fm receiver. State condition and price. Write WFLY, Hotel Troy, Troy, N. Y.

## INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street, N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

## RADIO

### Help Wanted

*Managerial*

### MANAGER

Are you a manager with ambition and willing to accept a challenge? A 1000 watt station in a small but excellent market—good coverage, audience potential of 250,000 needs a producer—strong on sales and smooth organization. National sales contacts desirable. Good overide and bonus arrangements. Submit detailed background of experience and references.

Box 756C, B•T

*Salesmen*

### EXPERIENCED TIME SALESMAN

Excellent opportunity to make good money in Kansas City. If for any reason you want a connection in this fast growing community with old established local station, send complete information including snapshot. Must be sound, sober and solid. Permanent.

P.O. Box 2749, Kansas City, Missouri.

*Announcers*

### WANTED

Announcer at KLEM, LeMars, Iowa (pop. 6,500), 1000 watt daylighter. Prime requisites: Dependability and experience. 25-35 years—Town has finest school system, recreation facilities. Station on air one year, all new equipment, new building, air conditioned. Good hours, and wonderful staff. Prefer married man, who is working now for not less than $75.00 weekly. Send audition and letter of particulars to KLEM, LeMars, Iowa.

## RADIO

### Help Wanted—(Cont'd)

*Programming-Production, Others*

### TRAFFIC SECRETARY

Well established Detroit metropolitan area station has unusually good opening for intelligent, capable young woman, preferably 25-35, typing, shorthand required. Pleasant working conditions, permanent.

Box 712C, B•T

## TELEVISION

### Help Wanted

*Announcers*

### ANNOUNCER for REGIONAL VHF

Immediate opening for announcer with TV experience and top references. Send photo, tape, complete background in first letter. Include details of any experience as cameraman or video switcher.

KKTV
COLORADO SPRINGS, COLO.

## TELEVISION

### Situations Wanted

*Managerial*

### TV STATION MANAGER SEEKS CHANGE

TV station manager in major Eastern market offers 18 years sales and advertising background radio and television. Well known in all top agencies. Have complete knowledge of practical experience in FCC procedures, overall station management, sales, film and live programming. Now employed. Glady supply references from network, agency, station representative and present management.

Box 781C, B•T

*Programming-Production, Others*

### CALIFORNIA TV STATIONS!

Writer-Producer, Idea-Action man with Chicago TV Ad agency desires West Coast television opportunity. Salary secondary. Background includes CBS network writing, production, announcing. 28. Veteran. Respectable. Married. Full information, script samples, audition tape, photo available.

Box 760C, B•T.


*There are four*
**RCA SERVICE COMPANY**
*Field Offices to serve AM, FM and TV Broadcasters*

**Broadcast Service Field Offices:**

1 MR. R. A. MARTIN, MGR.
*RCA Service Company, Inc.*
534 Forsyth Bldg.
Atlanta 3, Georgia
ALpine 8898

2 MR. W. F. HANSON, MGR.
*RCA Service Company, Inc.*
Bldg. 204-1
Camden 8, New Jersey
WOodlawn 3-8000, Ext. PY-6573

3 MR. J. N. THAYER, MGR.
*RCA Service Company, Inc.*
1315 South Wabash Avenue
Chicago 5, Illinois
WEbster 9-6117

4 MR. H. W. DOVER, MGR.
*RCA Service Company, Inc.*
911 North Orange Drive
Hollywood 38, California
OLdfield 4-4995

*Call or write your nearest office for information on these and other services:*
- INSTALLATION SUPERVISION
- SERVICE INSPECTION CONTRACTS
- PERFORMANCE MEASUREMENTS
- ANTENNA SYSTEMS CHECKS

**RCA SERVICE COMPANY, INC.**
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

(Continued from page 118)

control to J. Frank Warmath for $30,000. Mr. Warmath is attorney with diversified business interests. Granted Aug. 31; announced Sept. 7.

### APPLICATIONS

**KBAK Bakersfield, Calif.**—Seeks assignment of license to Paschall, Tullis & Hearne for $85,000. Present licensee, Bakersfield Bcstg. Co., retains ownership of **KBAK-TV** there. Principals in equal partnership are **Benton Paschall**, radio management sales consultant; **Howard L. Tullis**, 50% owner Tullis Co. (adv. agency), Hollywood, Calif., and **John P. Hearne**, attorney, 6½% owner **KVEN Ventura, Calif.**, 5% of **KUAM Guam**, officer-dir. **KBAK-AM-TV** and officer-dir. **KYA San Francisco, Calif.** Filed Sept. 7.

## FOR SALE

*Equipment*

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

## WANTED TO BUY

*Stations*

WANTED
Multiple AM & TV station owner desires additional properties in substantial markets. Cash or terms. All replies confidential. No brokers.
Box 776C, B•T

## INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

## EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.
ARTHUR R. SNYDER
CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO,
WA 2-4800

*PR* vs *PR*
We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

**KOLR Sterling, Colo.**—Seeks relinquishment of negative control from present stockholders. One-third of outstanding stock would be sold to John E. Gazdik for $13,000. Present owners retain 66.6% stock with Petteys family owning 33.3% and remaining stockholders owning 33.3%; no positive or negative control as such. Mr. Gazdik is **KOLR** salesman. Filed Sept. 1.

**WALT Tampa, Fla.**—Seeks assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Sale is made to fulfill commitments made during hearing for ch. 13 **WTVT (TV) Tampa, Fla.** Mr. Kaye is 25% owner **WLOW Portsmouth, Va.**, and 25% owner **WORC Worcester, Mass.** Mr. Arnold is 50% owner **WMFJ Daytona Beach, Fla.** 25% owner **WLOW** and is sole proprietor of Commonwealth Adv. Agency, Boston, Mass. Filed Sept. 1.

**KTSW Emporia, Kan.**—Seeks assignment of license to Lyon County Bcstg. Co. for $55,000 plus assumption of $4,000 mortgage. Principals are Pres. Sherwood R. Parks (16%), **KVGB Great Bend, Kan.**, asst. manager; Vice Pres. Grover C. Cobb (28%), 20% owner **KVGB**; Treas. Will L. Townsley (28%), 26% owner **KVGB** and Sec. Russell T. Townsley (28%), 20% owner **KVGB**. Messrs. Townsley are editors, respectively, of the *Great Bend* (Kan.) *Daily Tribune* and the *Russell* (Kan.) *Daily News*. Each owns 33.3% of *Daily Tribune* and 25% of weekly *Great Bend Herald-Press*. Filed Sept. 6.

**WINN Louisville, Ky.**—Seeks transfer of control to WINN Inc. for $74,550. Principals include Harold Kaye and Emil J. Arnold. For applicants interests see **WALT** application above. Filed Sept. 1.

**WOND Pleasantville, N. J.**—Seeks assignment of license to South Jersey Radio Inc. Principals remain same with same percentage of ownership; corporate change only. Filed Sept. 1.

# Hearing Cases . . .

### INITIAL DECISION

**St. Louis, Mo.**—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Columbia Broadcasting System Inc., for new tv station to operate on ch. 11 in St. Louis, Mo., and denial of competing applications of St. Louis Telecast Inc., St. Louis Amusement Co., 220 Television, Inc., all St. Louis, and Broadcast House Inc., East St. Louis, Ill. Announced Sept. 6.

### OTHER ACTION

**Statesville, N. C.**—Commission announced its order of Aug. 31 calling for evidentiary hearing to be held, at date to be specified later, on economic injury and financial issues involved in protest by **WSIC Statesville**, to March 23 grant (now stayed) of application of Iredell Bcstg. Co. **(WDBM)** for new am to operate on 550 kc, 500 w D, in Statesville. Announced Sept. 6.

# Routine Roundup . . .

## September 1 Decisions

### ACTIONS ON MOTIONS

**By Hearing Examiner Herbert Sharfman**

**WNIA Cheektowaga, N. Y.**—Granted petition for continuance of hearing from Sept. 1 to Sept. 26 re its application for mod. of cp.

**By Hearing Examiner J. D. Bond**

Pursuant to Commission orders of Feb. 23, 1955, reopening record in proceeding involving competing applications of Radio Assoc. Inc., and WLOX Bcstg. Co. for new tv station on ch. 13, Biloxi, Miss., and remanding proceeding to examiner for issuance of new initial decision and June 2, 1955, changing place of scheduled further hearing, and pursuant to sec. 1.844 of Commission's rules and sec. 7(b) of Administrative Procedure Act, ordered further hearing in this proceeding shall be commenced in Biloxi, Miss. at 10 a.m., Monday, Oct. 31. Action of 8/31.

**The Citizens Bcstg. Co. Toledo, Ohio**—Denied petition to have continued for 30 days taking of rebuttal depositions in Toledo, Ohio, which were scheduled by notices of various parties to be commenced on Sept. 19, 1955 in ch. 11 proceeding; ordered taking of depositions shall be commenced not earlier than 2 p.m., Wednesday, Sept. 21, and further ordered parties shall exchange their written rebuttal evidence, except for depositions, on or before Tuesday, Oct. 4; further formal hearing of rebuttal evidence shall be commenced, 10 a.m. Tuesday, Oct. 11 in Washington, D. C. Action 8/30.

**Albert John Williams, Inglewood, Calif. and Palomar Bcstg. Co., Escondido, Calif.**—Deferred action on petition of Williams to amend his am application; denied petition of Palomar to amend its application and ordered formal prehearing conference shall be commenced on Oct. 4 in this consolidated proceeding. Action 8/30.

**By Hearing Examiner H. Gifford Irion**

**WBAC Cleveland, Tenn.**—Upon oral request of Robert W. Rounsaville, ordered hearing now scheduled for Sept. 15 continued to Sept. 19 re am application of Southeastern Enterprise **(WCLE)**, Cleveland, Tenn.

**By Hearing Examiner Annie Neal Huntting**

**Louis Rosenberg, Tarentum, Pa.**—Denied petition for reconsideration of Examiner's ruling on pages 672-3 of transcript of hearing and exclusion of Miners' exhibits 19 through 19(i) as immaterial in consolidated am proceeding. Action of 8/31.

### ACTIONS IN DOCKET CASES

By order of Aug. 31, Commission accepted late filing on June 22 by Broadcast Bureau of exceptions to examiner's initial decision of June granting application of Gulf Television Co. for mod. of cp of **KGUL-TV** (ch. 11), **Galveston, Texas**, to change trans. site, etc.

By order of Aug. 31, Commission, on petition of Broadcast Bureau, removed from hearing docket and returned to processing line application of **KUNO Corpus Christi, Tex.**, to replace its existing 150-ft. ant. tower with 185-ft. guyed tower; opposition having been withdrawn when this application was amended.

By order of Aug. 31, Commission dismissed with prejudice, for failure to prosecute, application of W. W. Mangum, tr/as Memorial Bcstg. Co. to construct new am station on 1450 kc, 250 w, unl. in Commerce, Tex., and set aside its action of Sept. 2, 1953, granting said application which was later stayed on protest by **KDNT Denton, Tex.**, pending hearing to which Mr. Magnum did not respond.

By order of Aug. 31, Commission granted petition of Lake Shore Bcstg. Co. insofar as it requested cancellation of hearing on its application for new am station **(WSHE)** to operate on 800 kc, Sheboygan, Wis.; vacated proceeding and dismissed as most related filings by **WAIT** and **WBBM, Chicago, Ill.** (On June 29 Commission granted mod of cp to change facilities of **WSHE** from 800 kc, 250 w, to 950 kc, 500 w DA-D, with engineering conditions.

By order of Aug. 31, Commission dismissed with prejudice, for failure to prosecute, application of St. Johns Bcstg. Co. for new am station on 860 kc, 500 w Portland, Ore.

By order of Aug. 31, Commission granted petition of **WNLC New London, Conn.**, to correct previous orders to delete statement that **WNLC** had failed to appear and participate in proceeding on application of Greenwich Bcstg. Corp. for new am station on 1490 kc, 250 w unl. and mod. April 4 order regarding burden of proceeding accordingly.

By order of Aug. 31, Commission revoked cp issued to Leonard J. Shafitz for **WSHA (TV)** (ch. 39), **Sharon, Pa.**, and deleted its call letters. Shafitz did not respond to show cause order, but later returned his cp. This is first tv revocation.

Commission on Aug. 31 scheduled following proceedings for oral argument on Sept. 26:

Gulf Television Co., for mod. of cp of **KGUL-TV** (ch. 11), **Galveston, Tex.**, to change trans. site to point about 24 miles from Houston and 27 miles from Galveston, with ERP of 261 kw visual, 131 kw aural, ant. 1185 ft., and make other changes.

Appalachian Bcstg. Corp. and Tri-Cities Television Corp., for new tv station to operate on ch. 5 in Bristol, Va., and Bristol, Tenn., respectively.

Granite State Bcstg. Co., **(WDNH)**, for new am station to operate on 1270 kc, 5 kw DA unl. in Dover, N. H.

## September 1 Applications

### ACCEPTED FOR FILING

**Modification of Cp**

**KROY Sacramento, Calif.**—Seeks mod. of cp (as mod. which authorized changes in ground system) for extension of completion date.

**KTVA (TV) Anchorage, Alaska**—Seeks mod. of cp to extend completion date to Nov. or Dec. 1955.

**WGN-TV Chicago, Ill.**—Seeks mod. of cp to extend completion date to 2-27-56.

**WJTV (TV) Jackson, Miss.**—Seeks mod. of cp to extend completion date to 3-22-56.

**WKDN-TV Camden, N. J.**—Seeks mod. of cp to extend completion date to March 1956.

**KTRE-TV Lufkin, Tex.**—Seeks mod. of cp to extend completion date to 4-1-56.

**WUTV (TV) San Juan, Puerto Rico**—Seeks mod. of cp to extend completion date to 4-2-56.

**Subsidiary Communications Authorization**

**WBNY-FM Buffalo, N. Y.**

**License to Cover Cp**

**WJUN Mexico, Pa.**—Seeks license to cover cp (as mod.) which authorized new am station.

**WDAS Philadelphia, Pa.**—Seeks license to cover cp (as mod.) which authorized change frequency, increase power, install DA-2 and change trans. location.

**WGKA-FM Atlanta, Ga.**—Seeks license to cover cp (as mod. which authorized new fm station).

**WNOW-FM York, Pa.**—Seeks license to cover cp (which authorized changes in licensed station).

**WTMH (FM) Foster, R. I.**—Seeks license to cover cp (which authorized new fm station).

## September 6 Applications

### ACCEPTED FOR FILING

**License to Cover Cp**

**WGKA Atlanta, Ga.**—Seeks license to cover cp which authorized new am station.

**Cp**

**WRAD Radford, Va.**—Seeks cp to change hours of operation from D to unl. using 5 kw D, 500

w N and install DA-N.

**Remote Control**

**WMGY Montgomery, Ala.; KTFI Twin Falls, Idaho; WMT Cedar Rapids, Iowa; KBST Big Spring, Tex.; KXOL Fort Worth, Tex.**

**Renewal of License**

**WIBV Belleville, Ill.; WCIL Carbondale, Ill.; WCBD Additon Township (Chicago), Ill.; WDZ Decatur, Ill.; WSOY Decatur, Ill.; WTMV East St. Louis, Ill.; WEBQ Harrisburg, Ill.; WJOL Joliet, Ill.; WTAQ La Grange, Ill.; WCVS Springfield, Ill.; WHLS Port Huron, Mich.; WHIZ Zanesville, Ohio; WLBL Auburndale, Wis.; WHA Madison, Wis.; WMAM Marinette, Wis.; WPDR Portage, Wis.; WHVF Wausau, Wis.; WCRW Chicago, Ill.; WHKK Akron, Ohio; WOSH Oshkosh, Wis.**

**Renewal of License Returned**

**WAUX Waukesha, Wis.**

**Modification of Cp**

**KGAK Gallup, N. M.**—Seeks mod. of cp (as mod. which authorized change frequency, change power, install DA-N and change ant.-trans. location) for extension of completion date.

**WCED DuBois, Pa.**—Seeks mod. of cp (as mod. which authorized change in frequency, power, install DA-2 and change trans. location) for extension of completion date.

**KVVG (TV) Tulare, Calif.**—Seeks mod. of cp to extend completion date to 4-1-56.

**WFBC-TV Greenville, S. C.**—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

## September 7 Decisions

**ACTIONS ON MOTIONS**

**By Hearing Examiner Elizabeth C. Smith**

**Broadcast Bureau**—Granted petition for continuance of hearing from Sept. 12 to Nov. 14 in am proceeding involving applications of Umatilla Bcstg. Enterprises, Pendleton, Ore., and Othello Bcstg. Co., Othello, Wash. Action Sept. 6.

**WNYC New York, N. Y.; WCCO Minneapolis, Minn.**—Granted joint petition for **WNYC** and **WCCO** for continuance of hearing from Sept. 7 to Oct. 18, re application of **WNYC** for SSA to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis, to 10 p.m. (EST). Action Sept. 1.

**By Hearing Examiner Herbert Sharfman**

**KOAT Albuquerque, N. M., Alvarado Bcstg. Co.**—Granted oral request for further continuance of hearing from Sept. 15 to Nov. 15 and extended from Sept. 12 to Nov. 14, time for exchange of exhibits in proceeding re am application for cp and for license to cover same. Action Sept. 6.

**By Chief Hearing Examiner James D. Cunningham**

On Chief Hearing Examiner's own motion continued indefinitely hearing scheduled for Sept. 7, re am applications of Walter N. Nelskog, Everett, Wash., and Skagit Bcstg. Co., Anacortes, Wash. Action Sept. 6.

**By Hearing Examiner Thomas H. Donahue**

On Examiner's own motion, continued from Sept. 7 to Sept. 19, hearing re am application of Kossuth County Bcstg. Co., Algona, Iowa. Action of Sept. 6.

**BROADCAST ACTIONS**

**By the Broadcast Bureau**

**Actions of Sept. 2**

**KLZ-FM Denver, Colo.**—Granted request to cancel license.

**WKBV Richmond, Ind.**—Granted cp for changes in ant. system.

**KLEW-TV Lewiston, Idaho**—Granted mod. of cp to change ERP to visual 13.8 kw, aural 6.92 kw and make changes in ant.; ant. height 1110 ft.

Following were granted extensions of completion dates as shown: **WCED DuBois, Pa.**, to 11-27-55, conditions; **KGAK Gallup, N. Mex.**, to 10-15-55, conditions; **KROY Sacramento, Calif.**, to 11-1-55.

Following were granted authority to operate trans. by remote control: **KTFI Twin Falls, Idaho; WMT Cedar Rapids, Iowa,** while using non-DA.

**Actions on Sept. 1**

**KOA-TV Denver, Colo.**—Granted mod. of cp to change studio location, change ERP to visual 100 kw, aural 50.1 kw, make ant. and minor equipment changes; ant. height 1480 ft.

**WTIV Titusville, Pa.**—Granted mod. of cp for change in ant.-trans. location.

**WMVA Martinsville, Va.**—Granted mod. of cp to make changes in ant. system (decrease height and side mount fm ant.); condition.

Following were granted extensions of completion dates as shown: **WKDN-TV Camden, N. J.**, to 1-16-56; **WGN-TV Chicago, Ill.**, to 3-27-56; **KTVA (TV) Anchorage, Alaska**, to 3-29-56; **WJTV (TV) Jackson, Miss.**, to 3-22-56.

Following were granted authority to operate trans. by remote control: **WMGY Montgomery, Ala.; KBST Big Spring, Tex.**

**Actions of Aug. 31**

**WTTW (TV) Chicago, Ill.**—Granted STA to operate on ch. 11 in accordance with cp for period ending Sept. 15. Educational outlet.

**KCRA-TV Sacramento, Calif.**—Granted STA to operate commercially on ch. 3 for period ending Sept. 30.

**WKRG-TV Mobile, Ala.**—Granted STA to operate commercially on ch. 5 for period ending Sept. 10.

**WPCO Mt. Vernon, Ind.**—Granted license for am station; condition.

**KRLC Lewiston, Idaho**—Granted license covering increase in D power, change in DA system.

**WBKH Hattiesburg, Miss.**—Granted license covering increase in power.

**WNBT Wellsboro, Pa.**—Granted license covering change of frequency and hours of operation.

**KUOH (FM) Honolulu, Hawaii**—Granted license for educational fm station.

**WMUA Amherst, Mass.**—Granted cp to change trans. and studio locations; ant. height to 109 ft. and make changes in ant. system.

Following were granted extensions of completion dates as shown: **KBTM-AM-FM Jonesboro, Ark.**, to 1-16-56; **WCBT Roanoke Rapids, N. C.**, to 11-15-55; **WARK Hagerstown, Md.**, to 12-28-55.

**Actions of Aug. 30**

**WPXY Punxsutawney, Pa.**—Granted request for additional 90 day extension from 8-31-55, for authority to remain silent.

**WITI-TV Whitefish Bay, Wis.**—Granted mod. of cp to change studio location at Glendale, Wis., to trans. site at Whitefish Bay; for waiver sec. 3.613 of Commission's rules and for minor equipment change.

Following were granted extensions of completion dates as shown: **WHEF-TV Brockton, Mass.**, to 1-16-56; **WSJS-TV Winston-Salem, N. C.**, to 3-29-56; **WMFD-TV Wilmington, N. C.**, to 3-15-56; **KSLM-TV Salem, Ore.**, to 3-27-56; **KHQA-TV Hannibal, Mo.**, to 3-24-56; **WOOD-TV Grand Rapids, Mich.**, to 3-30-56; **KLFY-TV Lafayette, La.**, to 3-24-56.

Granted authority to operate trans. by remote control: **KNOE Monroe, La.**, while using non-DA; **KGKL San Angelo, Tex.**, while using non-DA; **KGPH Flagstaff, Ariz.**, while using non-DA.

**Actions of Aug. 29**

**KICA Clovis, N. M.**—Granted authority to operate trans. by remote control, while using non-DA.

Following were granted extensions of completion dates as shown: **WSAV-TV Savannah, Ga.**, to 3-26-56; **WTSK-TV Knoxville, Tenn.**, to 3-24-56; **KOED-TV Tulsa, Okla.**, to 3-21-56; **KBTM-TV Jonesboro, Ark.**, to 1-16-56.

## September 7 Applications

**ACCEPTED FOR FILING**

**Remote Control**

**KUBC Montrose, Colo.; WAOV Vincennes, Ind.; WIBA Madison, Wis.**

**Renewal of License**

**WFUV (FM) New York, N. Y.**

**Modification of Cp**

**KTTV (TV) Los Angeles, Calif.**—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to 11-21-55.

**KQED (TV) Berkeley, Calif.**—Seeks mod. of cp (which authorized new educational tv station) to extend completion date to 3-22-56.

## UPCOMING

**SEPTEMBER**

Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 13: NARTB Television Transmission Tariffs Committee, Ambassador Hotel, New York.
Sept. 13-15: Radio-Electronics-Tv-Mfrs. Assn., Fall Conclave, Plaza Hotel, New York.
Sept. 14-16: Life Insurance Advertisers Assn., Essex House, New York.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord, Mich.
Sept. 16-17: Michigan Assn. of Radio-Tv Broadcasters. Convention, Hidden Valley, Gaylord, Mich.
Sept. 17: Okla. Assn. of Broadcasters, Holiday Inn, Oklahoma City.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: New York State Assn. of Radio-Tv Broadcasters, Saranac Lake, N. Y.
Sept. 23: RAB Clinc, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fdelity Show, Palmer House, Chicago.

**OCTOBER**

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 3-7: AIEE Fall General Meeting, Morrison Hotel, Chicago.
Oct. 3-7: SMPTE Convention, Lake Placid Club, Essex County, New York.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: OARTB Fall Convention, Deshler-Hilton Hotel, Columbus, Ohio.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.

**NARTB Regional Meetings**

| | | |
|---|---|---|
| Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.) | Sept. 19-21 | Edgewater Beach Hotel, Chicago |
| Region 1 (Dist. 1, 2, New England States, N. Y., N. J.) | Sept. 21-23 | Saranac Inn, Saranac, N. Y. |
| Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico) | Sept. 28-30 | St. Charles Hotel, New Orleans |
| Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) | Oct. 12-14 | Roanoke Hotel Roanoke, Va. |
| Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska) | Oct. 24-26 | St. Francis Hotel, San Francisco |
| Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.) | Nov. 1-3 | Broadmoor Hotel, Colorado Springs |
| Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.) | Nov. 7-9 | Fort Des Moines Hotel, Des Moines |
| Region 6 (Dist. 12, 13, Kan., Okla., Tex.) | Nov. 15-17 | Baker Hotel, Dallas |


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## Time Is of the Essence

AT NARTB meetings many resolutions are discussed, some are adopted, and some even lead the way to action. One which should go through all three phases at the forthcoming regional conferences of the association is a resolution for unified action to introduce some sanity into the annual confusion of summer daylight-standard time.

An outline of such a resolution has been proposed to Harold E. Fellows, NARTB president, by Ben Ludy, general manager of WIBW Topeka and KCKN Kansas City. Mr. Ludy advocates that the NARTB appoint a special committee which would work on the admittedly complicated job of straightening out the nation's clocks.

The NARTB committee, according to the proposal, would try to obtain joint action with other interested groups, such as the American Assn. of Advertising Agencies and the Assn. of National Advertisers. There are still other powerful groups—the Assn. of American Railroads, for example—which have a stake in untangling the time snarl and whose support should be sought.

U. S. business and industry have lived so long with the problem of summer time changes that a feeling of resignation has come about. Such enterprises as broadcasting, railroading, airlines and others whose schedules must fit into time zones everywhere have been annoyed, have had to adjust operations at varying expense, but have so far done little to get at the heart of the problem.

This year the problem has been additionally complicated by the decision of some parts of the country to stay on daylight time longer than they have in past summers.

Acting together, the affected businesses would have at least a chance to keep clocks in some kind of order during the summer. But somebody has to start the campaign, and it might as well be those whose operations are especially discommoded by the present system. In short, it might as well be the broadcasters.

We hope that serious attention will be given to the summer time problem at each of the regional meetings of the NARTB.

## Cuba's Tv Rumble

TINY Cuba, which got a glutton's slice of the am radio pie in past negotiations involving the North American nations, has put in an early bid for a "tv NARBA" in which Miami and perhaps all of southern Florida would go uhf, leaving the whole vhf band to serve Cuba's five million people.

At least that appears to be the proposal of Cuba's leading broadcaster—Goar Mestre, as reported in B•T's Sept. 5 issue. What Senor Mestre wants in broadcasting Cuba usually endorses, as evidenced by the fact the island government already has had Dr. Antonio Marti, deputy of the Ministry of Communications, informally confer with the FCC. The proposition was to deintermix Miami presumably as the first step.

Without going into the merits of de-intermixture, selective or otherwise, we think Cuba is presumptuous in seeking to tell the United States how it should handle its television allocations. Cuba was informed, as a courtesy, of our allocations plans before the now-famed Sixth Report was released publicly by the FCC on April 14, 1952. So were Canada, Mexico, and other neighbor nations. Cuba, we are semi-officially informed, didn't even bother to acknowledge the allocations communications. Canada and Mexico, on the other hand, coordinated their allocations with ours, with the result that no trouble has ensued.

The claim is made that ruinous interference is caused in Cuba by the lone vhf station now operating in Miami on ch. 4. But we are told that when the Cuban ch. 4 station goes to high power, it will fire back in the direction of Miami with a powerful signal. There we have the spectre of the kind of "Mexican border" station chaos that prevailed during two decades, with "renegade" stations squatting on our clear and regional channels, seeking to serve U. S. rather than Mexican listeners.

No scientific research is needed to deduce what might happen if southern Florida went uhf, and the 12 vhf channels were left to unrestricted use of Cuban stations using maximum power. If ch. 4 is received in Havana with viewable signal strength while that channel is also used in Havana, how would those Cuban stations be received in Key West, Miami and other Florida cities should they go all uhf?

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"How would you like to win a genuine jaguar for just answering a few simple questions?"*

It is probably true that vhf coverage and interference extend beyond the limits originally charted. But the answer does not lie in having the United States, which led the way in tv development, take a back seat to a late-comer like Cuba, or any other North American nation.

What course the FCC will take on de-intermixture or in attempting otherwise to solve our domestic allocations problems is still conjectural. What it does must be geared toward that which will best serve our public, with due regard for our neighbor nations. We think it ill-behooves Cuba to attempt to dictate our allocations policies. The most it should do is to present its arguments through appropriate diplomatic and regulatory channels.

## Political Intoxication

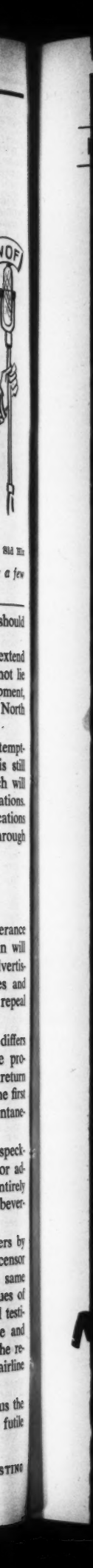
WE HAVE it straight from the Women's Christian Temperance Union that congressional committees next session again will hold hearings on legislation to outlaw alcoholic beverage advertising on the air. This repeat performance, in varying shades and guises, has been going on at just about every session since repeal of the Eighteenth Amendment back in 1933.

It's hard to fathom what testimony can be offered that differs from that which has been presented again and again. The prohibitionists aren't shooting at radio and tv; they're after the return of prohibition. They frankly regard the broadcast media as the first and easiest line of resistance because politicians agitate instantaneously where "licensed" broadcasting is concerned.

Why don't the prohibitionists go all the way, instead of fly-specking on the discriminatory and illegal air illusion? Hard liquor advertising on the air is virtually non-existent, even though entirely legal. As long as it is legal to manufacture and sell alcoholic beverages in interstate commerce, it's legal to advertise them.

Even more provoking is the obeisance paid these reformers by politicians, who year after year reintroduce these tired bills to censor air advertising of these admittedly legal commodities. The same inane, unconstitutional bills are offered, and the same retinues of witnesses parade before the committees offering the same dull testimony. Broadcasters and other media are forced to prepare and argue against them, along with the distillers and brewers. The results are usually the same—no action, or maybe a political hairline decision against.

Hundreds of thousands of dollars of taxpayers' money, plus the time of Congress and of busy businessmen are wasted in these futile proceedings. It's time all concerned recognized the facts.



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